

THE LARKIN IDEA

APRIL NUMBER 1906



Larkin Chocolate Pudding

Ready to serve in a few minutes

50 CENTS A YEAR

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ADJUSTABLE REED GO-CARTS

COMFORTABLE FOR CHILDREN

CONVENIENT FOR MOTHERS

No. 716. Given for sixteen Certificates.

A handsome adjustable Cart made of fine round Reeds throughout; nicely finished. Improved double-coil springs, foot-brake and white enameled, nickel-trimmed handle. Seat and back cushions and sides are upholstered with imported narrow-wale Corduroy. Choice of Fawn or Green. The green-lined 22-in. parasol has fine Brussels net cover with five ruffles and deep flounce.

Cart has 16-in. steel wheels with extra heavy rubber tires and rubber hub-caps. Gear enameled Brewster green with white stripes.



No. 716

No. 510. COLLAPSIBLE. Given for ten Certificates.

A full size, collapsible Go-Cart, made of selected round Reeds; natural finish. Green enameled gear is complete with double-coil springs, 12-in. rubber-tired steel wheels and foot-brake. Cart has 18-in. Brussels net parasol with three ruffles, deep flounce and green lining; new nickel-trimmed maple handle. When folded, Cart occupies a space 20 x 22 in. Can be carried on a car or train. Seat and back cushions and sides are upholstered with heavy block pattern Velour. Choice of Red or Green.



No. 510. Open.

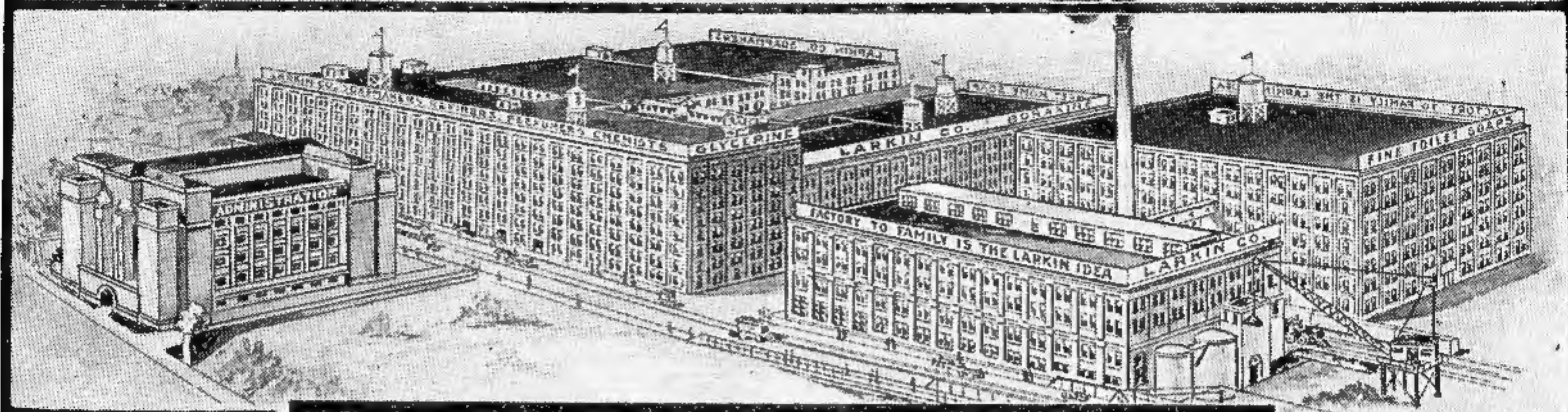


No. 510. Collapsed.

Larkin Street, **Larkin Co.** Buffalo, N. Y.

ESTABLISHED, 1875.

THE LARKIN IDEA



Sixth Year.

SAVE ALL COST WHICH ADDS NO VALUE

April, 1906.

The United States Parcel Post.

WITHHELD from the American people, at the behest of railroads and express companies, by the Representatives chosen to look after the welfare of the people, is a great economic betterment—the Parcel Post.

What is the Parcel Post? It is an extension of the business of the Post-office Department so that a part of the business now done by express companies shall be done by the Post-office Department.

Why is it asked for? Because it would provide an express service for the lighter parcels conducted by the people themselves, at minimum cost, without tribute to private individuals who have no direct interest in the people beyond the desire to exploit them.

The Parcel Post Bill.

There is now referred to the committee on the Postoffice and Post-Roads of the House of Representatives a bill providing for a Parcel Post. It reads, "Be it enacted by the Senate and House of Representatives of the United States of America in Congress assembled that the third and fourth classes of mail matter be, and are hereby, consolidated under the title of 'Merchandise,' with a rate of one cent per each two ounces." Third and fourth class matter

includes everything but letters, postal cards, private mailing cards and periodical publications. The bill if enacted into a law will provide an express service at half the cost and twice the efficiency of the present system.

All Other Great Countries Have It.

In Germany they send a package of eleven pounds or less by Parcel Post to any place in the country for 12 cents, or to Switzerland, Holland or France for 20 cents. A German may also send four-pound-six-ounce parcels to the United States, even to San Francisco, for 38 cents, while Congress taxes Americans for their domestic service 64 cents for four pounds. The Colonial Parcels Post of Great Britain handles single parcels of three pounds for 24 cents, of seven pounds for 68 cents, of eleven pounds for 72 cents. It costs us 48 cents for three pounds, \$1.12 for seven pounds in two parcels, and \$1.76 for eleven pounds in three parcels.

The administration at Washington has also graciously provided that Englishmen may send four-pound-six-ounce parcels from any address in Great Britain to any postoffice in the United States—even to San Francisco—for 60 cents; the payment of the surtax may bring it to 65 cents; while Congress taxes Americans 64

cents on four-pound parcels sent across a village street. American express companies also carry English



postal parcels of eleven pounds from New York to San Francisco for 24 cents.

In Switzerland and in France, a parcel-postage system conducted by the people for their own good and not by a party of private monopolists for personal financial gain brings the cost of transporting packages correspondingly low.

Can We Do It?

Is it possible for the Government to transport parcels at eight cents a pound to any part of the United States? Three facts proving that this is possible stand prominently before us when we begin to analyze this problem.

First: It is no longer a question of what may be, but of what has been. Germany has shown us that not only can she transport goods for one cent a pound, but for even half that amount. This European system that has been in use for years is constantly being extended, cheapened, and larger bulk permitted.

Second: Whereas the Government charges sixteen cents per pound for the parcels of the merchants and limits them to four pounds, it permits the publisher to ship magazines at but one cent a pound and allows him any bulk, the usual one being the two-hundred-and-twenty-pound mail-sack. To offset this discrimina-

tion, interested parties in the Post-office have advanced the theory that the Government is losing money on publishers' business. Such a claim is quickly refuted; it is, in fact, rendered absurd and even foolish by this one fact: that whereas the publishers have a right to use the mails at one cent a pound, so excessive is the rate of one cent a pound for the average haul that seventy per cent. of all the periodicals sent out through the news companies is shipped not by Government parcels-delivery but by freight because, forsooth, one cent a pound is too dear! Here is a salient fact worth a thousand pages of theories. It is not what somebody imagines might be done, but what is actually being done every month in the year.

Third: In answer to the claim of those misguided and insincere persons who claim that the Government cannot carry parcels for eight cents a pound because the railroads cannot afford to transport parcels for what could be paid them out of this amount, there is this one irrefutable fact. The railroads do carry parcels for less than could be paid them out of a charge of eight cents a pound. The express charge from New York to Chicago, a distance of 1,000 miles, amounts to \$2.50 per cwt. This means that the railroads carry express packages between New York and Chicago for something less than \$2.50 per cwt. It is unlikely that the railroads receive more than 50 per cent. of this amount. What the railroads can do for private parties they can do for the Government. The Government, by the way, pays on an average \$7.50 per cwt. for a haul of 442 miles; more than three times, in some cases perhaps six times, as much as the express companies pay for twice the distance.

The Parcel-Post haul would average far less than 1,000 miles, but

suppose the Government should pay the railroads a flat rate of \$3.00 per cwt., considerably over 50 cents more than the express companies pay them per cwt. for a thousand mile haul; that would still leave \$5.00 per cwt. to defray the expenses of handling the parcels. That the can't-afford-it clamor is ridiculous is obvious.

Parcel Post Would Benefit Our Rural Citizens.

Every citizen living on a rural delivery route would have returned to him, by the enactment of the law now proposed, the privileges enjoyed before the rural carriers, at the demand of the express companies, were forbidden to deliver parcels weighing over four pounds, unless they came from a foreign country. This ruling deprived our farmers and our villagers—more than half our citizens—of privileges that rightfully belong to them, privileges a Parcel Post can provide.

Why We Do Not Have It.

When John Wanamaker was Postmaster-General of the United States, he was asked his opinion of the Parcel Post.

"Splendid," was his reply, "splendid—I wish we might have it here!"

"Well, Mr. Wanamaker, why cannot you inaugurate it?"

"There are five insurmountable obstacles."

"Will you name them, please?"

"First, there is the American Express Co.; second, the United States Express Co.; third, the Adams Express Co.; fourth, the Wells-Fargo Express Co.; fifth, the Southern Express Co."

The five express companies are backed by a strong lobby, and supported by the railroads, because the men who own the express companies own the railroads, but they are not insurmountable obstacles by any means.

This is a government of the people for the people, if the people care enough for it to make it so. The "people" is made up of individuals. What each individual does counts. If each individual decides that he personally wants a Parcel Post and the united individuals, the people, express their wants through available channels, there will be a Parcel Post, the express companies, the railroads, and Senator Platt to the contrary notwithstanding. There is one reason why we continue to pay tribute to the express companies. We have not yet said in a sufficiently loud and definite voice that we are unwilling to.

How We Can Secure the Parcel Post.

The Parcel Post bill, now to all intents and purposes pocketed in the committee on Postoffice and Post-Roads of the House of Representatives, can be enacted into a law if the American people wish it to be and assert their wishes.

The express companies and railroads are opposed to it: the express companies, because if enacted it will deprive them of the lucrative business which they have enjoyed for years; the railroads, because they own the express companies.

The express companies are opposed to the bill. They are actively opposed to it. Congressmen and Senators know they are opposed to it. The people are in favor of it, but



their wish to have it passed is far less actively expressed than the express companies' opposition to it. A strong railroad and express-company lobby keeps the Representatives in

that he will not listen to a single word either for or against it. How about that, Mr. Indiana-voter?)



Receiving a package by Parcel Post—a look into the future. The package weighing five pounds could be sent across the Continent by Parcel Post for forty cents, just half the present U. S. mail or express rate. Express charges for a single pound or fraction thereof, according to distance, run from twenty-five to forty cents. The present mail rate is sixteen cents. The Parcel Post rate will split this in two—eight cents a pound.

line. The people are quiet. It is an easy matter for the Representatives to ignore the wishes of the people which are not forcibly and undisregardably brought to their notice.

The thing to do now, in order to get the Parcel Post Bill favorably reported by the Committee and before the House, where it will have a fair and square chance, is to let the members of the Committee know that you want it favorably reported.

The names of the members of this Committee who are immediately responsible for holding up this bill are as follows :

Hon. Jesse Overstreet, Indiana.

(Hon. Overstreet is chairman of the Committee. It is said that his opposition to the bill is so pronounced

Hon. John J. Gardner, New Jersey.

Hon. N. D. Sperry, Connecticut.

Hon. Thomas Hedge, Iowa.

Hon. Joseph C. Sibley, Pennsylvania.

Hon. Howard M. Snapp, Illinois.

Hon. Herman P. Goebel, Ohio.

Hon. H. Steenerson, Minnesota.

Hon. W. H. Stafford, Wisconsin.

Hon. A. B. Darragh, Michigan.

Hon. Victor Murdock, Kansas.

Hon. John W. Dwight, New York.

Hon. John A. Moon, Tennessee.

Hon. John M. Griggs, Georgia.

Hon. D. E. Finley, South Carolina.

Hon. James T. Lloyd, Missouri.

Hon. James H. Small, North Carolina.

Hon. Wilson S. Hill, Mississippi.

Address any one of these gentlemen

at House of Representatives, Washington, D. C. It will be best to write to the member from your own State and the State nearest to you.

In your letter say something like this :

HON. ————,

Committee on Postoffice and Post-Roads,

House of Representatives,

Washington, D. C.

SIR :

I understand that a bill providing for a Parcel Post is now before the House Committee on Postoffice and Post-Roads, of which you are a member, and that certain members of your Committee are so unreasonably opposed to the bill that they will listen to no argument concerning it.

Without going into the matter at length, permit me to state that I am in favor of the enactment of the bill into a law and to request that it be speedily reported to the House of Representatives and that you do all in your power to give this bill a fair chance for consideration.

Yours very truly,

—————.

In addition to writing such a letter to a member of the Committee, write

a communication to your local newspaper embodying the arguments set forth in this article. Then talk Parcel Post to your friends and induce them to write to a member of the Committee.

This number of THE LARKIN IDEA will be mailed to six hundred thousand homes.

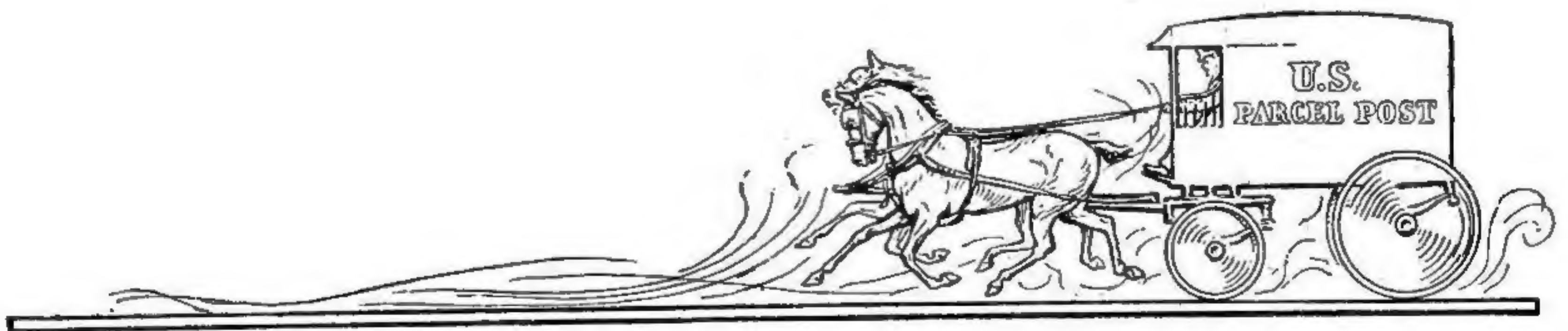
Suppose each number results in two or three letters to the Committee. That will make over a million active requests for a Parcel Post. Think of it ! A million letters in a month !

Do you think for one moment that such a movement will be ignored by our public servants, men who in a short time must look to the people for re-election ?

Let us see if the Committee that is now holding up one of the greatest material needs of the American people will disregard such a concerted appeal.

We wish all who write to a member of the Committee would advise us. We want to know how many are interested. We might say that *Larkin Co.* will not be directly benefited a penny by the establishment of a Parcel Post, because, as you well know, our customers pay transportation charges.

The Parcel Post is yours for the asking. Ask for it unmistakably—long and loud.



IF ALL the land were Sweet Home Soap
And all the sea were Boraxine,
Then truly there'd be no excuse
Why all the folks should not be clean.



THE LARKIN CHURCH-AID DEPARTMENT.

ONE box of decorations, including Crepe Paper, Burgees, Signs, Labels, Cartons and Calendars, for a *Larkin* Booth will be given, without charge, to those remitting \$10.00 or more for *Larkin* Products to be sold from it in the interest of a church or society. A nominal charge of two dollars—less than one-half of the value of the samples sent with the booth—will be charged for each subsequent box of decorations furnished.

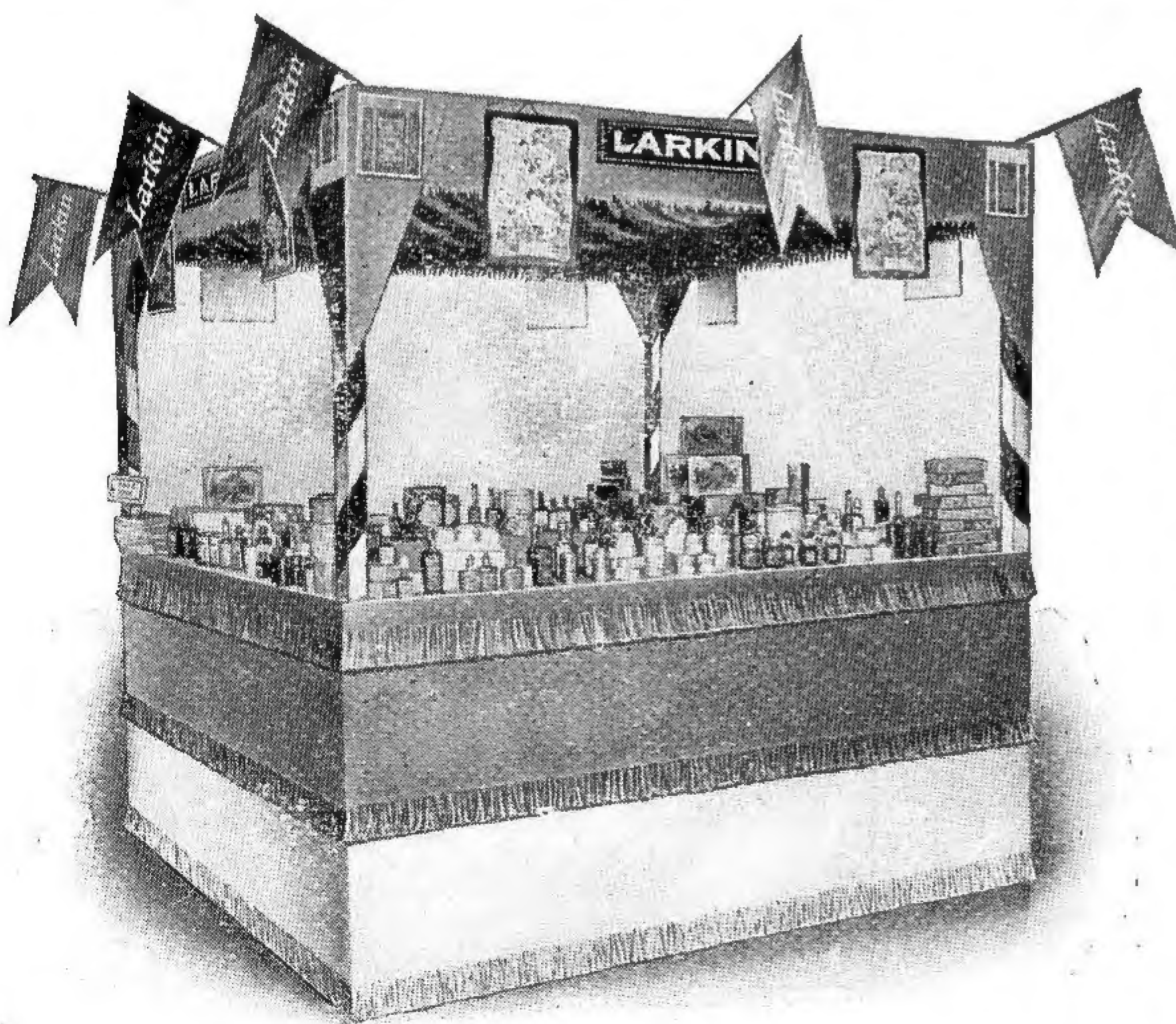
Twenty-five sample cakes of Baby Modjeska Soap and forty sample

Clover Sachets are also included as a part of our booth offer; under no circumstances can more be given. No samples whatever can be donated to any cause except with the booth decorations. Our regular price for a box containing three cakes of the Modjeska Soap is sixty cents. The "Baby" or guest-size sells for ten cents a cake. The sample Sachets are half the regular size and sell for five cents each.

The Printed Matter includes complete directions; a working drawing of the booth frame; a supply of Order-slips; and a quantity of Product folders.

The Order-slips present the Products in convenient form for ordering and explain that "An arrangement with the *Larkin Co.* affords this opportunity to make 100% profit on all orders for their Products, etc."

The working drawing is to be given to a carpenter; from it he can readily build the frame of the booth.



A LARKIN BOOTH FITTED WITH OUR FREE DECORATIONS.

The cost should be slight. Some "handy man" interested in your fair may volunteer his services in building the booth. Any one who has had a little experience with tools can construct it in a few hours.

Our combination Booth-boxes include the free decorations and samples and \$20.00 worth of those Products that are particularly rapid sellers at fairs. For cash with order, we send \$21.00 worth for \$10.00, without other Premium.

Furthermore, Certificates are given to an old customer if he introduces the booth and countersigns all of the orders.

A profit of \$10.00 (or more) is thus made on every \$20.00 worth sold by the booth committee, the church or society receiving one-half on every twenty dollars' worth sold, and the whole of the present-for-cash.

At ordinary retail prices, from the sale of the samples of Baby Modjeska Soap and Baby Clover Sachets a profit of four dollars and fifty cents is made for the booth.

A \$20.00 order makes a good counter-display, but, since orders for any amount can be taken for future delivery, there is no limit to the profits that may be made by the *Larkin* Booth.

Selling from *Larkin* Booths is very different from selling at an ordinary one, where often the chief inducement offered the patron is that his purchase helps the church; because of this, he often buys practically useless articles at extravagant prices, regarding his outlay as in reality a donation. The *Larkin* Booth produces perhaps greater profits, owing to more general patronage, and gives more satisfaction to the purchaser, because he secures Products of the highest quality that are daily home needs and cost him only what he

would have had to pay had he purchased his supply at a retail store.

We want your church to benefit by our offer. Ask for complete information. Address Church Aid Dept., *Larkin Co.*

A Clipping of Interest to All Church Workers.

This clipping shows how church-workers readily secure the co-operation of their congregations by publishing notices in their church papers.

The Wade Park Bulletin.

Published every Week by
WADE PARK M. E. CHURCH,
Wade Park and Marcy Aves.
Cleveland, Ohio.

Subscription Price, 25 Cents

This paper is issued in the interests of our church. We desire to publish all notices, communications, and news that may interest or profit the church.

For some time a number of the women of this church have been sending orders to the Larkin Co. on their church aid plan, whereby quite a sum has accumulated for the new church fund. We highly appreciate the courtesy shown by the Larkin Company to us in this work.

This plan has proved to be best for raising money of any we have tried, the gain to our fund being one-half the selling price of these products. We therefore feel no hesitancy in soliciting the trade of our church people. These products are necessary to the household, are of good quality, and no more expensive than those bought from other dealers.

The Larkin business was originally the manufacture of laundry, toilet and other soaps—nearly two dozen different kinds—but to this has been added perfumes, sachet powders, toilet waters, cold cream, C. P. glycerine and other pharmacal and toilet preparations; also coffee, teas, spices, extracts, baking powder, dry yeast, gelatine, shredded cocoanut, cocoa, chocolate, soups and olive oil. Various indispensable articles, such as matches, toothpicks, etc., complete a lengthy list.

After reading this list and learning the plan, don't forget about it, but push the matter along. The committee expect to send an order in soon and will furnish order blanks to all desiring orders.

Mrs. D. W. Knight,
Mrs. Chas. Brown,
Mrs. Geo. Fox,
Mrs. Geo. Frater,
Committee.

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AMONG THE FLOWERS

BY EBEN E. REXFORD

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Editor THE LARKIN IDEA.*

VINES are the embroidery Nature furnishes for the beautifying of surfaces where ordinary plants find it impossible to perform their missionary work. They are the poetry of "green things growing," while trees and shrubs are the prose. A house without vines always looks bare, unfinished. A building of hard, harsh angles may be really charming when its unlovely features are hidden under the wealth of greenery that our best vines possess.

We have some excellent native vines, which anyone who lives in the localities where they grow can have for the taking. They will afford more all-around satisfaction than most vines of foreign origin, because they are thoroughly "at home," and do not have to go through the ordeal of adapting themselves to climatic and other conditions quite unlike those under which they originated.

One of the best of these is the *Ampelopsis*, known in some localities as Woodbine, in others as Virginia Creeper, and popularly called American Ivy. It is really a good substitute for the Ivy English people take such pride in. There are two types of it. One fastens itself to surfaces by little, sucker-like discs at the end of tendrils, which take hold of wall or wood by suction, and hold their own against wind and storm until they seem to become part of the

surface they cling to. The other type throws out tendrils, without discs, and these work their way into cracks and crevices in such a manner that they furnish ample support for the most luxuriant growth of vines. Both varieties are of rapid growth, are entirely hardy anywhere at the North, and are beautiful at all times of the year, but especially so in autumn, when their foliage turns to the richest crimson. Both bear fruit in clusters of a dark purple, with stems of red.

Celastrus, or Bittersweet, is another native vine of very rapid growth. It has bright green foliage, which turns to gold in fall. It bears enormous quantities of fruit in clusters.

Before the berries are ripe, the clusters are a soft orange-yellow. When fully ripe, what we have all along taken to be the berry itself breaks apart, and becomes a three-pieced shell, which reflexes and shows the real berry inside, of a bright red color. This fruit is extremely ornamental, and will hang on all winter if birds let it alone. The Bittersweet supports itself by twining about whatever it comes in contact with. If there does not happen to be anything else at hand, the young growth will twine about itself until it looks like a rope of branches. Frequently in the woods vines of it are found, which have imbedded themselves in the wood of the tree or bush that has given them support.

Clematis flammula is a most lovely vine. It generally dies to the ground,

or within a few feet of it, and makes an almost entirely new growth each season. It is of rapid development, and often reaches a height of twenty or more feet. It bears large, loose panicles of white flowers, which are as beautiful as fragrant.

Clematis paniculata grandiflora is a variety of recent introduction. It has much larger flowers than the native variety spoken of above, prettier foliage, and a more vigorous growth. It is late in flowering, and, on this account, it is one of our most valuable plants. When in full bloom a vine of it looks as if there had been a snowstorm, and great flakes had almost covered it. I consider this one of our finest flowering vines. Like *Clematis flammula*, it dies nearly to the ground in winter.

There are many fine varieties of large-flowered *Clematis* that will afford much pleasure to the lover of flowers, prominent among which are *Jackmanii*, dark violet-blue, *Henryii*, pure white, and *Ramona*, lavender. These varieties are more difficult to grow than the two first mentioned, and I would not advise the beginner to experiment with them, but the gardener who has had some experience will be warranted in taking them in hand. Plant in a well-drained location, in rich, light soil.

Among the annuals, one of the best is the good old Morning Glory, with its multitudes of white, blue, purple, violet, crimson and lavender flowers. It will grow to the second-story windows if given strings to cling to, and will bloom from June to frosty weather. It is the best of all vines for training up about doors and windows, because of its freedom of bloom, and its cheery, winsome ways, which make it a delightful companion for the housewife, as she goes about her daily tasks.

Larkin Prepared Chocolate Pudding

NOW READY



Larkin Chocolate Pudding has a well balanced, delicious, vanilla flavor; it is pure and wholesome and keeps well; it requires but little cooking, no beating or eggs and is easily made ready to serve in a few minutes. One package serves twelve.

PRICE 10 CENTS.

Larkin Co.

BUFFALO N. Y.

New Philadelphia Showroom and Office Building.

IN Philadelphia, the "City of Homes," the *Larkin* Factory-to-Family Idea thrills a particularly responsive chord. Unlike the tendency in the majority of Eastern cities, the residential impulse here inclines directly toward the house-of-your-own plan; cramped and inconvenient flats or apartments are few and far between, while the tenement is entirely unknown. To the striving home-builder, the *Larkin* offers, with their ease of attainment and fullness of satisfactory returns, present a direct and personal appeal. Throughout the Quaker City and its suburbs, the volume of *Larkin* business in proportion to each unit of population and every square mile of area is not surpassed in any corresponding territory of the entire country. Our success here among these thrifty, forehanded people amply and distinctly explains the wonderful sweep and general popularity of the

occupied quarters at No. 211 N. Broad St., soon extending into adjoining buildings. After two years, the urgent demand of fast-increasing business and our desire to afford loyal customers improved service necessitated a removal to Twenty-third and Arch Sts., where the principal warehouse of the Branch is situated on a commodious railroad siding.

At this second home, it was possible to systematize and increase delivery facilities to such an extent that many orders for Products and Premiums are filled in twenty-four hours, and all by the second day. Our customers recognized and appreciated this promptness, and within a few months we were again compelled to secure additional warehouse space at No. 50 N. Twenty-third St., where we built one of the largest electric elevators in the city and connected it with three large floors having high ceilings and large storage capacity.

Recently, it was observed that owing to the great and expanding variety of our Premiums and Products, the showroom was inadequate. Sensitive to the possibility of a weak spot, and prompt to respond, our Company immediately ordered the



MORNING AT THE PHILADELPHIA WAREHOUSE.

Larkin Idea throughout the land. Philadelphia's appreciation is indeed a demonstration of the genuine worth of the business principle "From Factory to Family."

The Philadelphia Branch was established in March, 1902, and first

securing of greater showroom area. Not being able to find this in the warehouse building, it was soon decided to put up, directly across Arch Street, a structure to suit our special needs. Accordingly, on Nov. 15th, 1905, we signed a rush contract and

broke ground for the new showroom and office, which we opened to our customers on March 26th.

This two-story building of the standard *Larkin* brick, steel and concrete construction, has two large floors, each containing four thousand square feet of space, is heated by steam and lighted with electricity. The ceilings are covered with fire-proof metal in decorative design, and the side walls are tinted to match.

The ground floor has an entire plate-glass front. This floor is carpeted in green velvet and used exclusively for Premium display, the goods being arranged in room effects, in accordance with the *Larkin* method followed at all Branches and in each traveling showroom.

On the second floor are the general offices of the Branch, employing about thirty clerks. From 8 a. m. to 5 p. m. the office presents the pulsating, busy-bee *ensemble* peculiar to the *Larkin* Idea in its executive demonstration.

About one thousand square feet on this floor have been set aside for the convenience of persons placing orders or taking personal delivery of Products and Premiums. The customers' reception-room has been furnished with desks, tables, etc., for making out orders, settees and other comfortable seats for the use of patrons. The office is separated from the reception-room by a handsome, seven-foot quartered-oak and plate-glass partition. At the back of the partition and facing the customers are the

desks of the cashiers and information clerks, three of each.

To the observer, the vibrant swing and bustling activity of the Philadelphia Branch during rush hours are



THE NEW PHILADELPHIA SHOWROOM AND OFFICE BUILDING,
2222-2224 Arch St., situated just across the street from the Warehouse.

a revelation. The throngs of eager, pleasant-faced and happy customers make evident the beneficent trend of the *Larkin* plan. Here, there, and everywhere is the hustling, energetic Club organizer, critically inspecting a new Premium, or carefully examining a recent Product.

Throughout the beautiful showroom it is comparatively easy to identify the wondering new customer or Club member, who cannot understand how it is possible for that finely finished Table, those handsome Rugs, or this elegant Chair to be given absolutely free with an assortment of Products that any ordinary household consumes each month. Such a person wanders in dazed delight from Premium to Premium, seeing in the mind's eye a particular spot at home where this piece of furniture or that dainty ornament would appear so well, gathering step by step the splendid enthusiasm, which day by day works more and more toward the wonderful spread of the *Larkin* Idea.

THE LARKIN IDEA

PUBLISHERS' ANNOUNCEMENT.

The subscription price of THE LARKIN IDEA is 50 cents per annum.

It is published on the first day of each month, and will be mailed to any address in the United States or Canada for one year on receipt of the subscription price.

Back numbers cannot be furnished.

THE LARKIN IDEA will be mailed free for one year to every sender of three orders for the Larkin Soaps and other Products within twelve months. To one who continues to send orders, the paper will be mailed regularly until twelve months after the date of receipt of the last of three orders received within a year.

Short contributions are requested from any patron who has something to say that will interest others.

Larkin Co. Publishers.

ESTABLISHED, 1876.

FACTORY-TO-FAMILY

SOAPMAKERS, PERFUMERS, CHEMISTS, REFINERS,
IMPORTERS.

Factories and General Offices, - BUFFALO, N.Y.

Branch for West-of-the-Mississippi patrons,
PEORIA, ILL.

LOCAL BRANCHES:

4 and 6 White Street and 239 West Broadway, }	- NEW YORK CITY
149 Massachusetts Ave.,	- BOSTON
2222, 2224 Arch Street, -	- PHILADELPHIA
820-824 Liberty Avenue, -	- PITTSBURG
1870 Ninth Street, N. E., -	- CLEVELAND

From Factory to Family.

Manufacturers create value; middlemen add cost. Most manufactured goods are sold to the consumer at from two to four times the cost of production. This is because the goods pass through many hands; from the factory to the sales agent, from the sales agent to the wholesaler, from the wholesaler to the retailer, from the retailer to the consumer. Each "middleman" adds his expenses, his losses, his profits, etc.; all this is piled up in the retail price, and must be paid by you!

The *Larkin* Idea: Save all cost which adds no value.

We bespeak from our readers everywhere a thoughtful perusal of

our article on the United States Parcel Post. Our suggestion that letters be written to the members of the House Committee in whose keeping the matter now rests, if carried out, will assist greatly in furthering this measure, the success of which is of vital interest to millions of people.

We believe we are safe in saying that, outside of the churches and the great political organizations, the *Larkin* Club-of-Ten is the most popular organization in America. Why should it not be? It has all the elements necessary for commercial and social popularity. Are you a member of a Club-of-Ten? If not, you are missing a great opportunity.

Tell Us at Once.

The *Larkin Co.* never makes a promise or an offer it cannot fulfill; it always "makes good"; it takes pride in fulfilling every promise and carrying out every offer. This all the hundreds of thousands who know the *Larkin Co.* accept as fundamental.

If a customer ever feels that her order has not been properly filled, but, because of the trouble to herself and perhaps a fear that she will "bother" us, fails to report the matter until long afterward or perhaps never, she is unfair to herself and unfair to us.

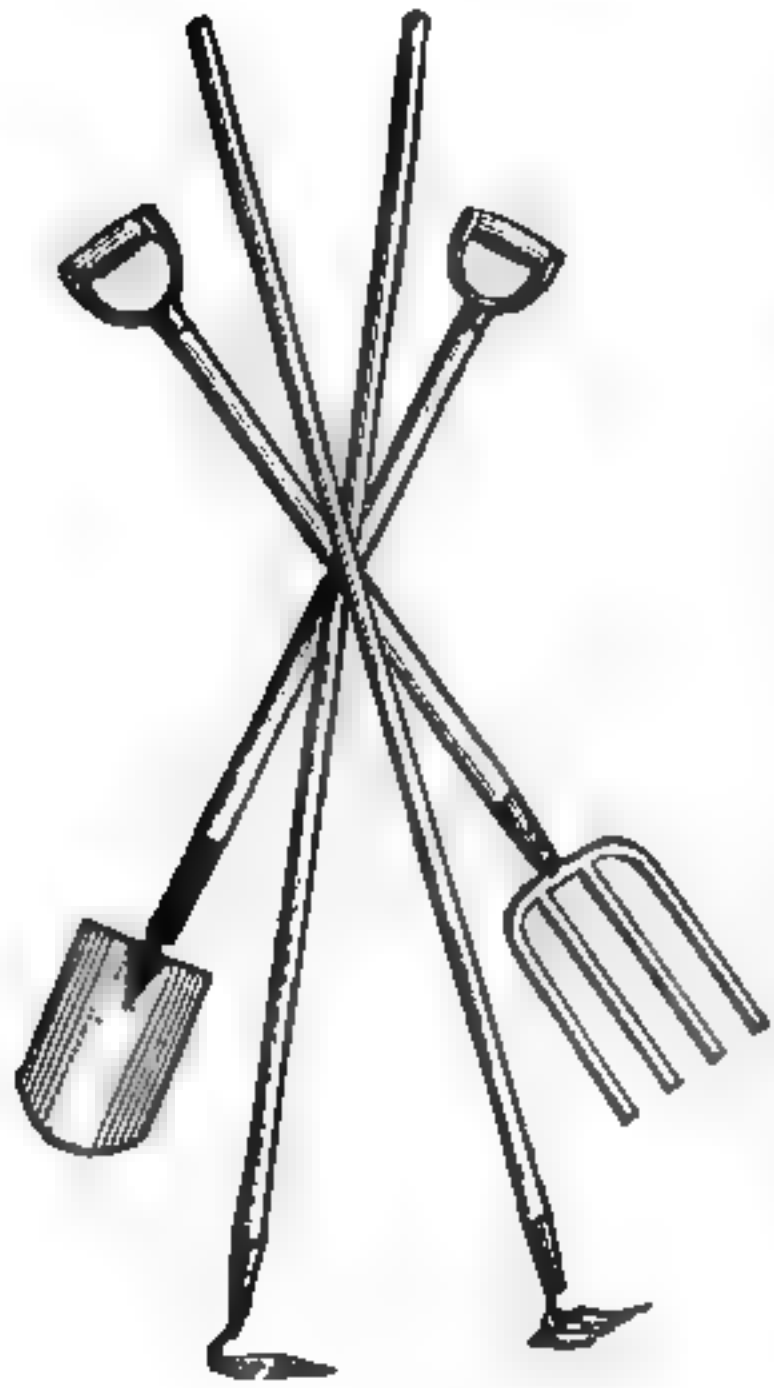
If you have anything to tell us about the way your order has been filled or concerning damage to it in transit, whether the fault appears to be ours or the railroad's, do so promptly.

Give us complete information about the trouble; tell when the order was sent, by whom the goods were received, and mention your *Larkin* number. Please be brief and clear.

Don't delay; that only makes it more difficult for us. We want to

know about it, and we want to know at once. Rest assured that such communications will receive most painstaking consideration.

Floral Tool Set.



Given for one Certificate.

Set consists of Hoe, Rake, Spading Fork and Shovel. Every piece drawn from a solid piece of steel and tempered in oil. Not a toy Set, but made for actual use among the flowers and in the garden.

Utilizing Tin Cans.

(*Vick's Magazine.*)

First of all comes their possible use in the garden. Many plants thrive on deep watering. For this set a can in the ground, letting the top come about an inch above the ground. Before placing the can make a net work of holes in the bottom. It takes but little time to follow the rows and fill the cans, and the added growth of your plants will amply repay the effort. Nearly all plants can be safely reset if the roots are not disturbed. Place tin cans in a hot oven until the solder runs from them, tie a string around to hold them in place, fill with earth, set on a board, then plant your early seeds, and when you wish to set the plants out of doors simply cut the strings, carefully placing the mass of earth in the prepared holes, and the plant will hardly know that it has been disturbed. Place cans among the branches of surrounding trees; fill them with water and grain, and accept the thanks of the birds that appreciate your thoughtfulness.

Very acceptable footstools may be made of tin cans covered with any material you choose. Five large cans with a small one in the center is a very good size. Fill the cans with sand, cover with stout cotton cloth and sew together before putting on the outside covering.

Nature's Wash-Tub.

(*Pearson's Weekly.*)

The "Old Faithful" geyser, which stands in the Yellowstone National Park, is Nature's self-acting natural-power washing-machine.

Gen. Sheridan's troops were the first to utilize the geyser as a laundry-maid. "Old Faithful" erupts every eighty minutes, with the regularity of clockwork, and all the soldiers had to do was to strip, throw in their soiled linen,—woolen goods are torn to pieces by the geyser—light their pipes, and wait.

No sooner had the geyser begun to work, than the clothes were tossed about as if a score of expert washer-women were battling with them.

Finally, they were thrown high into the air, and the soldiers caught them as they descended. The clothes, principally shirts and vests, were as white as snow, and rinsed dry.

A traveler who visited the Yellowstone Park some time ago threw in his shirt immediately after "Old Faithful" had erupted, and it disappeared down the geyser's gullet into the bowels of the earth.

Thinking that he had lost his shirt forever, he buttoned his coat over his bare chest and went to sleep.

An hour later he was awakened by something falling upon his face, and, starting up, discovered that it was his missing garment, as clean and fresh as when he first put it on. "Old Faithful," the greatest automatic natural washing-machine in the world, had not belied its name.



SOAP SENTIMENT



SOAP Sentiment! You laugh at the idea. Visions of bygone wash-days rise before you, and you smile at the thought of finding a touch of the poetic in *them*.

But is it not true that in wandering through life's long galleries we are sometimes much surprised to find that we have overlooked something because of its very nearness?

True, at the first glance, few would expect to find in the wash-days of a nation an expression of the hidden emotions of the heart. Naturally, we would look for that in their holidays, their poetry; but in their wash-days, their soap, never!

Take, for example, the American woman. If she does a washing she is determined that it shall be done as well as if not better than that of her neighbors. So we see her in her neat kitchen putting her whole heart into her work; but she must hurry, for she has a hundred other things on her mind, ranging from house-keeping to questions of psychology and sociology, and the brain that can grasp all these things is not slow to adopt the latest and best ideas for making the work easy and pleasant, and accomplishing it as quickly as possible.

The old leach-tub and soap-kettle have long been abandoned, and the products of people who have a knowledge of scientific soap-making and blending of washing-powders have been eagerly sought. If you would know how eagerly, visit the Larkin factories when you are in Buffalo. Only appreciation of a good article by a nation desirous of the best could make so vast a concern possible.

When the American woman's washing is on the line, it will tell observers that the brain directing the hands that did it had the courage to put aside old traditions, old usages, and take up newer, better ways. It suggests the spirit of enterprise that induced the women of earlier days to leave behind them the environments of their youth and join the mighty band of pioneers who founded the great new world that lay beyond the Rockies.

Take a look into other lands. Let us linger for a time on the banks of the Arno. Overhead arches the blue Italian sky; sunlight sparkles on the water; you fall to dreaming. So, too, does the dark-eyed Signorina, in spite of the fact that it is wash-day. After all, what's the use of washing? So thinks the Signorina as she dreamily dips the clothes up and down in the tide before throwing them down on the wilting grasses on the shore. What matters it if they are only half clean? Who will care, in a world, where, if you stop to think about it, the only tenderly remembered things are a gleam of sunlight on the grass, a little laughter, and a little love? Why waste the sunny hours in washing? Why spoil the golden day with needless toil, when the meadows are white with arums, and the sun is chasing the shadow over the hill; when the plaintive tones of the guitar call softly up from the river, and the birds sing low in the cool, dim shade of the near-by olive grove? Wash clothes, forsooth! How foolish that would be!

On the other hand, the English woman shows that no alluring voices

are calling her on wash-day. She gathers the pieces together with tender care, and prepares for the day's work with infinite patience. Her household linen is a sacred treasure, and no vestal virgin ever tended the sacred fires with a more devout hand than hers, when she piles the peat on the fire that glows under the great kettles containing pieces of linen sewed, perhaps, by patient hands more years ago than she can remember. As she works, her eyes wander far over dew-drenched gardens with stunted box bushes bordering the beds, and elm-shaded country lanes, and lavender fields of fading blue; she handles the clothes gently, with the touch reserved for household treasures. When at last the clothes are mangled, folded and laid away in drawers, sweet with the fragrance of thyme and marjoram and lavender, she looks at them with a tenderness born of gratitude. At least, wash-day has been the means of passing some of the hours that are often long and monotonous.

Now let us look in on the German woman on wash-day. This is indeed a monotonous day for the sturdy hausfrau. She has been looking forward to it for weeks. The great feather beds are brought forth and stripped of their coverings, and the linen, her mother's wedding gift, is looked over with searching eyes. After the washing, begins the bleaching process. Every piece of white goods is laid out upon the grass, and the next day, when it is dry, the flaxen-haired Gretchens drench each piece anew, singing, the while, old songs of war and chivalry—songs dear to the romantic German

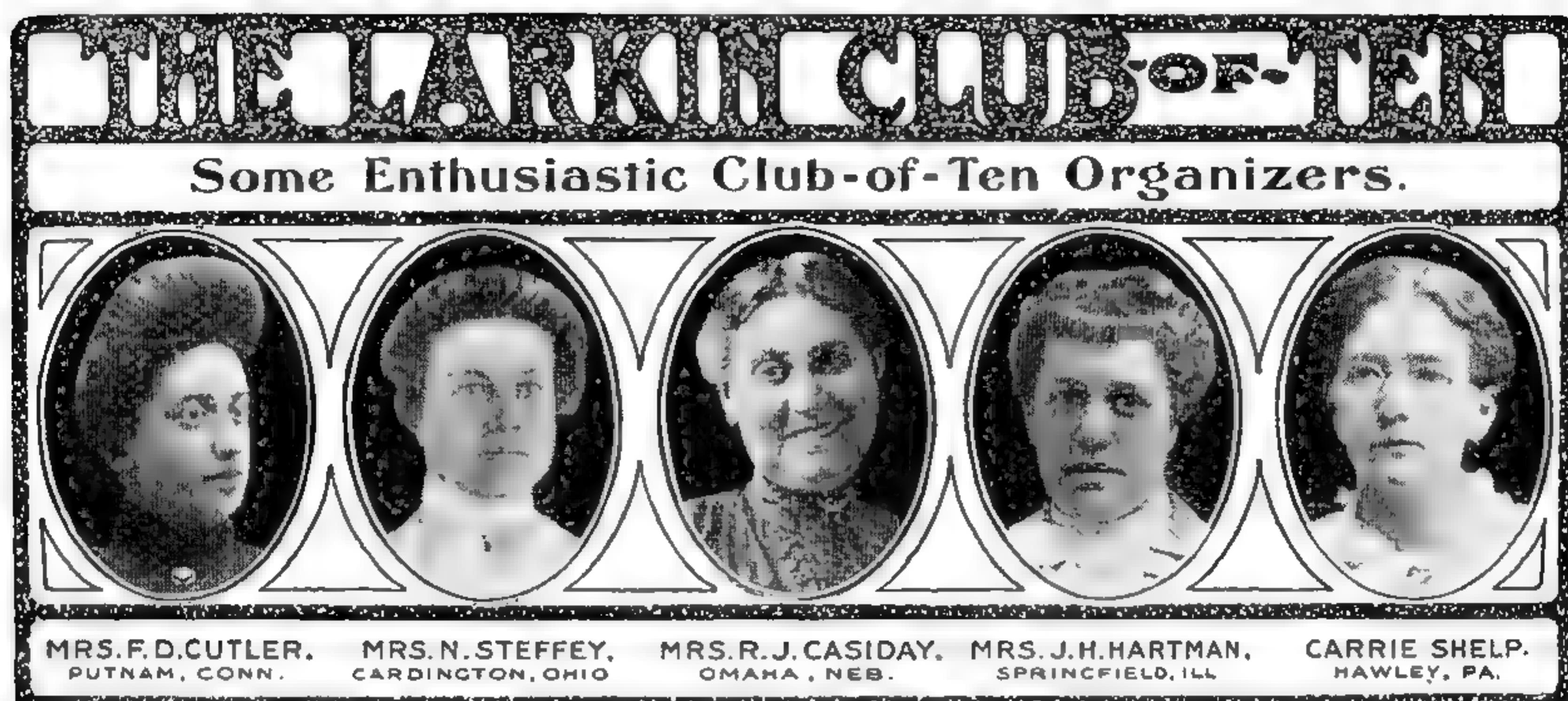
heart. And if, at last, when the snowy linen is piled high, it earns a word of praise from the master of the house, and in a glow of satisfaction he calls his spouse "a model housewife," she is thrilled with emotions as deep as those that fill the heart of a man of her nation when his Emperor pins upon his breast the sacred Iron Cross.

And now let us go to a land so far away that it seems to belong to another world—brave little Finland. A peculiar pathos clings around this people, of whom is said in the Northland, "No other is so brave and loyal, so cleanly, and so honest." A nation of whom this is said is apt to prosper.

A merciless hand weighs down the progressive people. But one thing the white Czar has not taken from them; that is, the happiness the poor feel in keeping their houses shining and spotless. With sand and soap the busy housemother makes everything beautiful with the beauty of cleanliness, and when she places the frugal meal upon the spotlessly clean table, I doubt if the food on the golden plate of the ruler of all Russia is more thoroughly enjoyed.

With the women of Finland almost every day is wash-day. They live in an atmosphere of constant war with uncleanness and shiftlessness, and as they work they seem to exhale an atmosphere of cheer and hope. Perhaps as one washes and rubs away at the soil and stains, she has a vision of a day that may yet dawn, a day when the stain of dependence will be wiped away and Finland will be free! So you see it may be true, after all, that there is some sentiment in soap.





MANY Clubs-of-Ten are having most delightful times at their monthly meetings. Some utilize our suggestions just as they are made; others enlarge on and modify them. Good times always result.

Remember that the season of the year for Club outings will soon be at hand. Keep this in mind when making plans for the future.

Tell us about your good times. We are always glad to receive your letters. Here are some that have reached us recently:

Mrs. Geo. Seegar, Elgin, Ill., writes: "I thank you very much for your nice centerpiece. I entertained my Club last week, and the table was decorated with the center-

piece and carnations. I served a Welsh rarebit supper with potato and cabbage salad made with *Larkin* Olive Oil; then *Larkin* Coffee and Tea, and *Larkin* Cocanut cake."

Mrs. Geo. Theobald, Franklin, Pa., says: "I received the beautiful

centerpiece and place cards, also suggestions for entertaining, for which I thank you.

"I entertained our Club-of-Ten at dinner last evening. My table was prepared with the centerpiece and place cards; other decorations in pink and green corresponded very nicely with the pink clover and green leaves of the centerpiece. My bread was made from *Larkin* Dry Yeast, my chocolate cake from *Larkin* Chocolate

and Baking Powder flavored with *Larkin* Flavoring Extract, my white cake from your recipe with *Larkin* Products. The centerpiece was a surprise to our Club members; everyone thought

it was fine. We spent a pleasant evening."

Mrs. J. E. Craig, Springfield, Mass., writes: "I received your pretty centerpiece and thank you for it. I gave a luncheon to my Club-of-Ten members and their husbands. The



SOME CLUB-OF-TEN MEMBERS OF BRECKENRIDGE, MICH.
Photo sent by Amanda L. Hope.

greatly facilitate the operating of the organization and lessen the chance of mistakes and misunderstandings.

A copy of this booklet will be sent to Club-of-Ten secretaries on request.

We want to know which Club-of-Ten has had the longest continuous existence; that is, which Club-of-Ten has operated longest without a lapse since its organization; changing secretaries and some of the members doesn't make a different Club.

If you think yours is the oldest, please tell us. Address Editor, THE LARKIN IDEA.

We have just published a new booklet of record blanks for Club-of-Ten secretaries. It provides for the keeping of a complete record of a secretary's transactions with us and with her club members. It consists of ten pages. On one side of each is a facsimile of our order-blank, upon which is to be kept an exact copy of the order sent to us. With such a record before the secretary when she unpacks each of the ten boxes, she will be able to check the contents and be sure that her orders have been correctly filled. On the other side, there is provision for keeping a record of the orders and payments of, and deliveries to each member of the Club, which will

LARKIN CLUB-OF-TEN SECRETARY'S MEMORANDUM OF ORDER - NOT TO BE SENT TO LARKIN CO.
CHECK ENTIRE ORDER ON BACK BEFORE DELIVERING ANYTHING

SECY.'S NAME Mrs. Henry W. Smith
DATE Feb 1 1906
CLUB NO. 1
ORDER NO. 8

MEMBER'S NAME <u>Mrs. Thos. Brown</u>				MEMBER'S NAME <u>Mrs. Walter Thompson</u>			
Quantity	NAME OF PRODUCT ORDERED	PRICE	COST	Quantity	NAME OF PRODUCT ORDERED	PRICE	COST
2 lbs	Sweet Home Soap	50	1 00	2	Tooth Powder	40	
				1 lb	Ceylon Tea	.60	1 00
TOTAL AMOUNT <u>1 00</u>				TOTAL AMOUNT <u>1 00</u>			
MEMBER'S NAME <u>Mrs. Helen Jones</u>				MEMBER'S NAME <u>Mrs. Frank White</u>			
13-oz	Can Ground Coffee	1 00	1 00	1	Table Salt	.10	
				1	Baking Powder	.20	
				1	Vanilla Extract	.25	
				1	Lemon "	.20	
				1	Furniture Polish	.25	1 00
TOTAL AMOUNT <u>1 00</u>				TOTAL AMOUNT <u>1 00</u>			
MEMBER'S NAME <u>Mrs. Wilbur B. Thomas</u>				MEMBER'S NAME <u>Mrs. Ella B. Warren</u>			
5 pgs	Heliochrome Snaps	.50		1	Olive Oil	.40	
2	Clorox Toilet Water	.50	1 00	1	Vulcan Matches	.10	
				1 lb	Sweet Home Soap	.50	1 00
TOTAL AMOUNT <u>1 00</u>				TOTAL AMOUNT <u>1 00</u>			
MEMBER'S NAME <u>Mrs. John Williams</u>				MEMBER'S NAME <u>Mrs. Roy L. Granger</u>			
1	White Glycerine Soap	.25		1	Chicken Soup	.10	
1 lb	Mixed Tea	.60		1	Ox Tail "	.10	
1	Allspice	.05		1	Tomato "	.10	
1	Cloves	.10	1 00	1	Vegetable "	.10	
				1	Green Japan Tea	.60	1 00
TOTAL AMOUNT <u>1 00</u>				TOTAL AMOUNT <u>1 00</u>			
MEMBER'S NAME <u>Mrs. Fred G. Moore</u>				MEMBER'S NAME <u>Mrs. Geo. L. Green</u>			
6	Pork and Beans	.90		1	Sulphur Soap	.25	
1	Vegetable Soup	.10	1 00	1	Carnation Perfume	.50	
				1	Talcum Powder	.25	1 00
TOTAL AMOUNT <u>1 00</u>				TOTAL AMOUNT <u>1 00</u>			
TOTAL COST OF PRODUCTS IN THIS COLUMN <u>5 00</u>				TOTAL COST OF PRODUCTS IN THIS COLUMN <u>5 00</u>			
LARKIN PREMIUM ORDERED TO <u>Mrs. Wilbur B. Thomas</u>				TOTAL COST OF PRODUCTS <u>1 00</u>			
NAME OF PREMIUM ORDERED <u>Chiffonier No. 47</u>				EXTRA COST OF PREMIUM <u>2 00</u>			
DATE GOODS RECEIVED <u>Feb 12</u>				TOTAL MONEY SENT <u>14 00</u>			
FREIGHT CHARGES <u>45¢</u>							
*CERTIFICATE PREMIUM ORDERED <u>Echo Alarm Clock No. 31</u> *PRESENT-FOR-CASH ORDERED <u>1 Bottle Rose Perfume</u> *THE PRESENT-FOR-CASH AND CERTIFICATE PREMIUM BELONG TO THE CLUB SECRETARY							

FACSIMILE OF PAGE OF NEW CLUB-OF-TEN SECRETARY'S RECORD BOOK, SHOWING HOW RECORD IS KEPT.

Some Larkin Premiums.

Combination Bill and Change Purse.

No. 21. Given for one Certificate.

Choice of genuine Seal or Walrus. Black only. Takes bills under leather-lined flaps without previous folding. Change-pocket of leather, very accessible. Two ball-and-socket clasps. A handy purse for men or women. Size, 3 x 3½ in.

Mission Rocker No. 705.

Given for five Certificates; or free with \$10.00 worth of *Larkin* Products.

Built on square, comfortable lines. Back is 24 in. high from seat; 20 in.



wide. Made of Quarter-sawed Oak, with Weathered-Oak finish. Sides and back of seat frame are of plain Oak.

The removable, upholstered spring-seat, 20 in. wide, and 19 in. deep, is covered with Chase Leather in Spanish leather effect.

Mission Chair No. 805.

Same as No. 705 without rockers, on same terms.

Folding Screens.

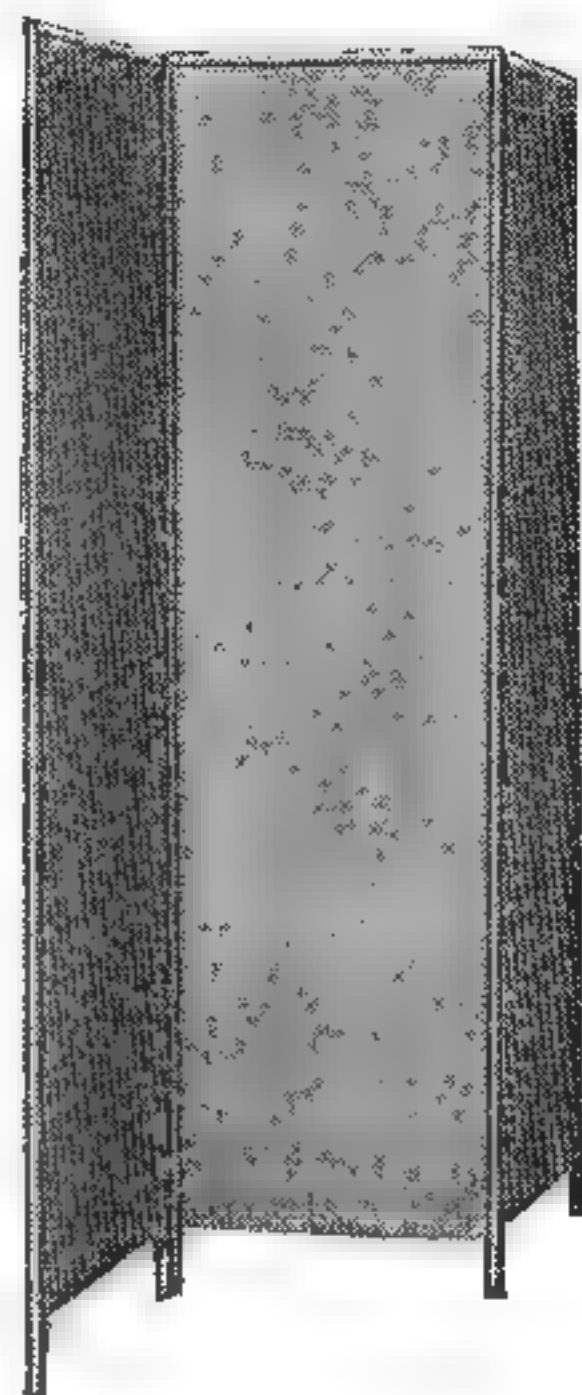
No. 81. Given for one Certificate.

Frame is of solid Oak, with Golden Oak finish. The center fold is 5 ft.

high and 18 in. wide; side folds are each 4 ft. 9 in. high and 18 in. wide. The filling is a good quality of Silkoline. Choice of light Blue, Yellow, Pink, medium Red or light Green in floral designs. Useful, ornamental.

No. 63. Given for three Certificates.

A handsome, reversible three-panel Screen. Frame is solid Oak with Golden Oak finish. Panels are 18 x 65 in., covered on both sides with the best quality of burlap. Choice of Green or Red. Screen is absolutely light-proof.



CLOVER SACHET POWDER

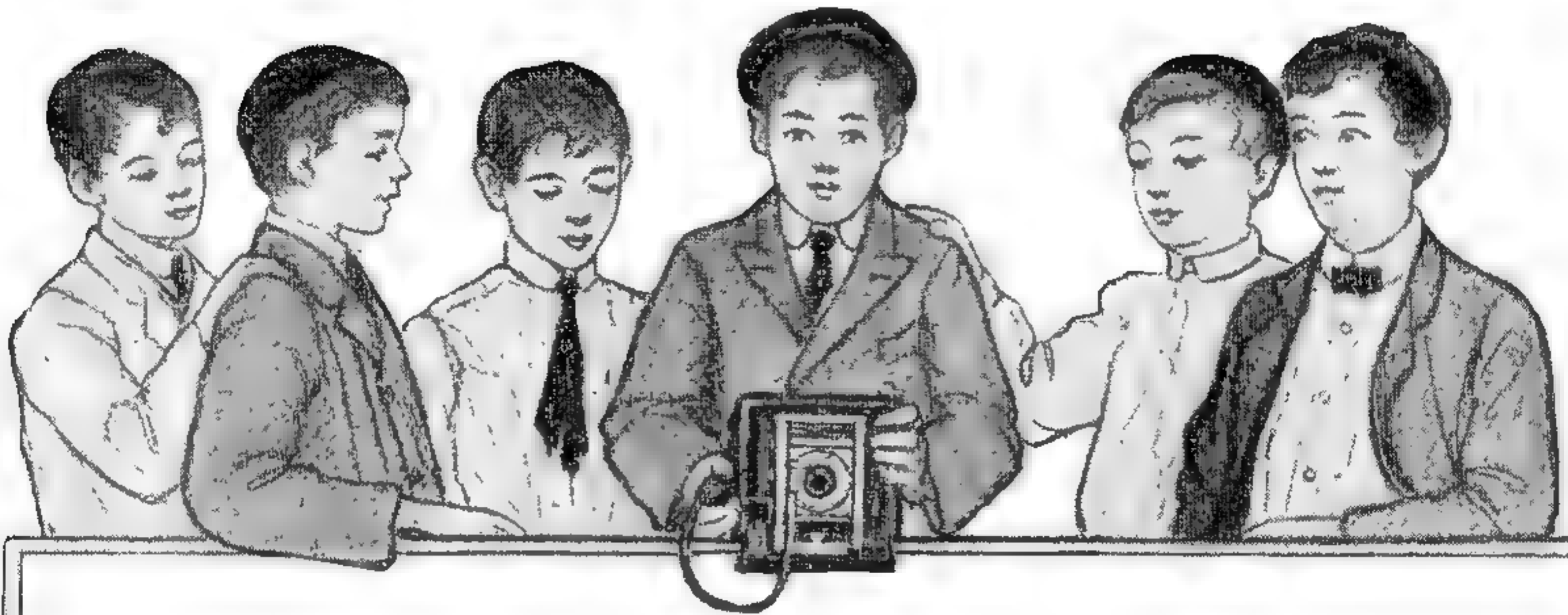


A refined, delicate and lasting perfume.

Per package, 10 cents.

Larkin Co.

BUFFALO, N. Y.



THE LARKIN BOYS' SYMPOSIUM.

CONDUCTED BY BORAXINE.

SOME stories that I have read recently will interest you, boys. Each has its own moral. If you heed the lessons taught in the experiences of these great men and carry the spirit of them into your work and play alike, success is certain.

These are the stories :—

It was one of Napoleon's principal characteristics to regard nothing as impossible. His marvelous successes were due not more to his vast military genius than to his almost super-human strength of will. He toiled indefatigably, half killing his secretaries, and threw the whole force of his brain and hand into his work. "Impossible," said he, "is a word only to be found in the dictionaries of fools." When told that the Alps stood in the way of his armies, he replied, "there shall be no Alps"; the road across the Simplon was the result.

It is said that when John C. Calhoun was in Yale College he was ridiculed by his fellow-students for his intense application to study. "Why, sir," he replied, "I am forced to make the most of my time, that I may acquit myself creditably when in Congress." A laugh followed, and he exclaimed: "Do you doubt it? I assure you, if

I were not convinced of my ability to reach the National Capitol as a Representative within the next three years, I would leave college this very day!"

Let every young man have faith in himself, and take hold of life earnestly, scorning all props and buttresses, all crutches and life-preservers.

"Whatever I have tried to do in my life," said Charles Dickens, "I have tried with all my heart to do well; whatever I have devoted myself to, I have devoted myself to completely; in great aims and in small I have always been thoroughly in earnest. There is no substitute for thoroughgoing, ardent, and sincere earnestness. Never to put one hand to anything, on which I could throw my whole self, and never to affect depreciation of my work, whatever it was, I find, now, to have been my golden rules."

President Theodore Roosevelt did not have to overcome the handicap of poverty, but he had a worse one. As a child he suffered from that most persistent, tenacious and depressing disease, asthma. He set out doggedly to conquer it, and he succeeded. In all probability that fight was the hardest he ever put up, and when it

was over he found he had not only been successful in overcoming the malady, but he had also acquired a tremendous stock of health and energy that served him well in the future.

Let me urge upon you, every one, to live an outdoor life in so far as it is possible. Spend every moment you can in the open air.

Baseball is good exercise. By a little work selling *Larkin* Products, you can earn a good outfit, Gloves, Balls and Suits.

Photography is splendid fun and it's instructive too. Every *Larkin* Camera is a top-notch instrument. They are within easy reach of all wide-awake boys.

Then there is fishing, for which we have complete equipments.

For the boy interested in nature study, we have a splendid Microscope for five Certificates. It is a first-class instrument in every particular. Spring will soon be here, with its marvelous unfolding of life in woods and field. There will be much for the wide-awake boy to see, learn and enjoy. Eyes open.

How a Sunday School Superintendent Adapted the Larkin Idea.

By ROBERT N. FRAME, BUFFALO, N. Y.

A trip through the *Larkin* Factories to me was exceptionally interesting. I concluded that if their principles were right they could be easily applied in my Sunday School.

I found perfect harmony and confidence between employer and employed,—loyalty everywhere.

I saw a suggestion-box placed conspicuously in several departments,

and here was an "idea" for my Sunday School. One of our members presented us with a box beautifully decorated. In that box are placed names of boys and girls who are interested, verses of Scripture that need explanation, suggestions for improvement, and many other items of interest.

March 1, 2, 3, 4, 5		April 1, 2, 3, 4, 5		May 1, 2, 3, 4, 5		June 1, 2, 3, 4, 5	
February 1, 2, 3, 4, 5	<div>Cedar Street Baptist 3 o'clock Sunday School PRIZE DUE CARD Issued to for the pleasant service of securing and enrolling in our school Date..... 1 This Prize Card is valuable and can be redeemed at any time after the new scholar has been in attendance twelve Sundays. 2 Each Sunday when your new scholar is present, present this card to your teacher who will pass it to Enrollment Secretary to have the proper number in the margin punched for your credit 3 When presented for redemption, write on the reverse side name of reward desired. 4 This card is not transferable. 5 The new scholar is entitled to all Prize Card privileges after the first Sunday of enrollment.</div>						July 1, 2, 3, 4, 5
January 1, 2, 3, 4, 5							August 1, 2, 3, 4, 5
September 1, 2, 3, 4, 5		October 1, 2, 3, 4, 5		November 1, 2, 3, 4, 5		December 1, 2, 3, 4, 5	

Harmony and good will are everywhere apparent. The teachers mean to make confidential friends of their scholars, same as *Larkin Co.* of their employes.

The *Larkin Co.* gives an extra Certificate to old customers who send prepaid Recommended Orders. Is this plan profitable? Let us see if it is a good one to introduce in the Sunday School. Ah! I have it! The *Larkin* Certificate is a reward for service. It suggests this plan:—

To every old scholar who brings a new one is given a Prize-due Card for each member he secures. The new scholar is obliged to come twelve Sundays before the Prize Card is redeemable. The old scholar also must come twelve Sundays to get his card punched (see cut of card). All new members have the same privilege after the first Sunday. Results: First Sunday, eight new members; second, twenty; third, thirty-one. In one month, the Sunday School has increased its membership nearly one hundred. I firmly believe that our

attendance will be over four hundred before the end of six months.

The prizes, of course, are limited to one value; this depends upon the judgment of the teachers. We offer books, framed pictures, fancy dishes, pencil boxes, etc., and at a later date may offer *Larkin* Perfumes, Toilet Waters, Sachet Powders, in fact, all of the *Larkin* Products.

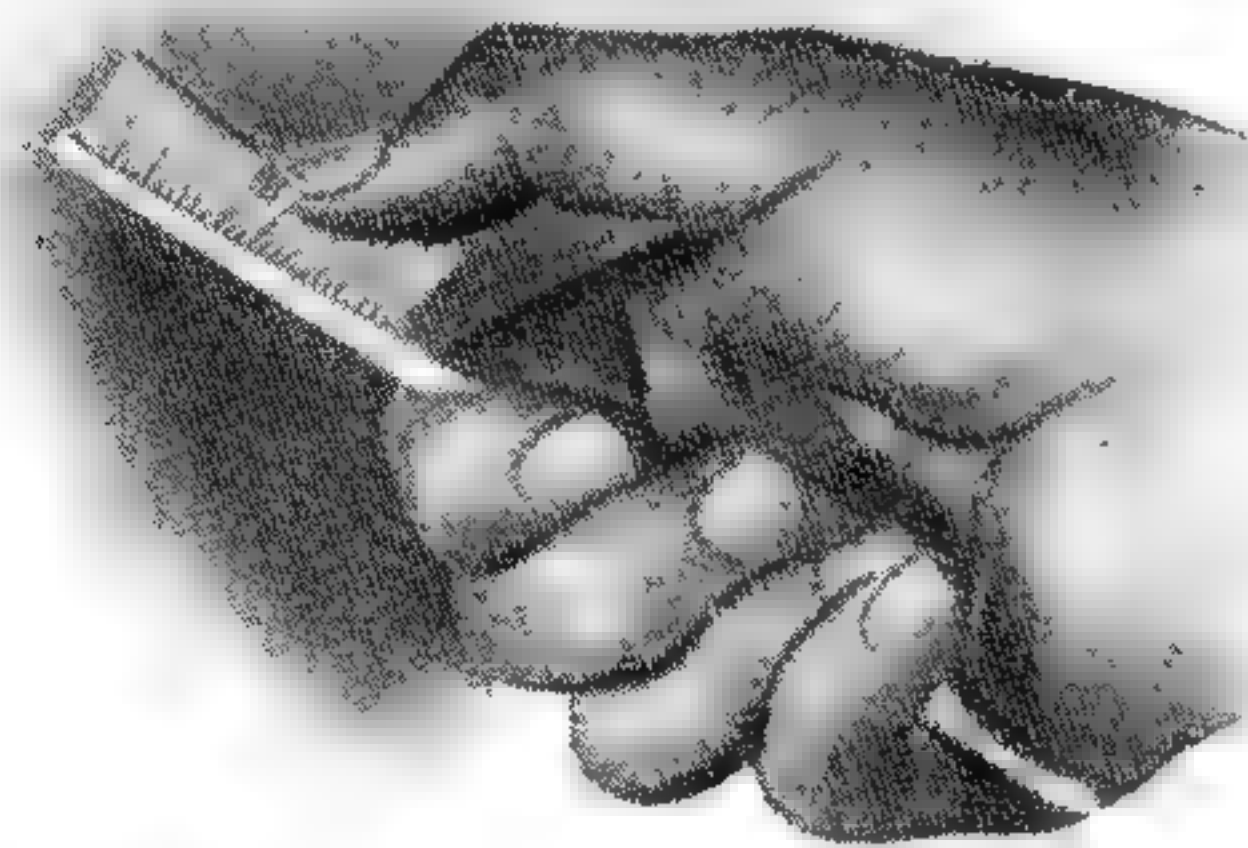
Another idea worth consideration is for teachers to form *Larkin* Class Clubs for the purpose of securing books for a complete library. Teachers can obtain full information by writing a postal to *Larkin Co.*, School Club Dept., for a list of books offered. Of the *Larkin Co.* we can get Book-cases, Maps, Communion Sets and even new carpets that may be needed.

Buy Your Brush in a Box.

DID you ever watch some fellow-shopper buy a tooth brush at a retail counter and see him try the bristles? First he rubs his thumb over one brush, then over another, rubs it hard and often. A dozen others have probably handled the same brush in like manner.

How do you know that the last tooth brush you bought at a store escaped such treatment? Unlikely, very, that it did. Pleasant thought, isn't it?—somebody else's thumb rubbed all over the brush that goes into *your* mouth.

Of course, you can scrub a brush out and disinfect it, and perhaps succeed in getting it perfectly clean,



Some other body's thumb. How few store-brushes escape.

but the very idea of the other fellow's thumb must be repulsive to people of dainty habits.

Contrast with this the protection under which *Larkin* Tooth Brushes are handled. In the first place they are made by the cleanest people in the world, the Japanese. Each finished brush is thoroughly washed

with soap, so that dust or other impurities incidental to manufacturing processes may be eliminated;



Larkin Tooth Brushes are daintily wrapped and boxed, secure against every form of dust or dirt.

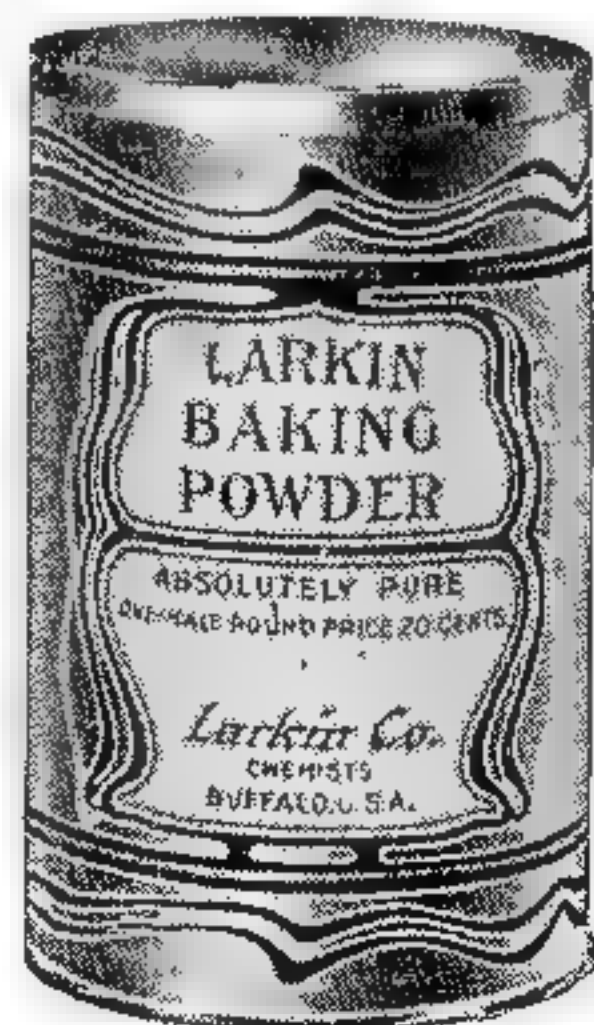
then each is wrapped in a piece of snowy tissue paper, placed in a box and sealed. After the brush is finished no hand comes in contact with the bristles until the seal is broken.

How much more cleanly and sanitary this is. Buy your brush in a box.

Larkin Tooth Brushes, one brush in a box, 25 cents.

A Year of Popularity.

Larkin Baking Powder was presented to our customers just a year ago. What a year it has been for the new Product! Its cordial reception has been followed by an increasing popularity, until at the end of the first year *Larkin* Baking Powder is a favorite in hundreds of thousands of homes. Try one can and it will be in yours. One-half pound, price 20 cents.





DID you ever go snaring for suckers? It's pretty good fun. I have had some great sport at it. A friend of mine, a young fellow just out of school, told me of a little experience he had last spring over on the Cayuga Creek. He had an interesting time in more ways than one, but let me give you his own words as closely as I can.

"Two or three warm, lazy spring days," he said, "gave us the fishing fever good and hard and we got down our tackle, which had been carefully put away the fall before.

"It was for suckers that we intended to fish. We couldn't be sure that they would have good appetites; so in addition to our regular outfits, which included *Larkin* Split Bamboo Bait Rods, Silk Lines and Quadruple-multipliers, we tucked some snare wire into our pockets. Soft copper wire, about No. 21 Brown and Sharpe's Standard Gauge, makes the best snare. It is plenty strong enough, sufficiently supple and is easily seen in the water. As we would probably have some wading to do, we got out our "Tuff" Boots.

"A brisk walk to the creek bright and early next morning filled our lungs with pure air and put new life and energy into us. Upon arriving at the bank of the stream, we glanced stealthily into the clear, cold water

and discovered several good-sized suckers, lazily moving about over the bottom.

"The work of joining our rods, putting on reels, slipping lines through guides, and fastening sinkers and hooks was hastily done; it seemed as though we were spending hours in getting our outfit into working shape, although it was but a few seconds. Then a good-sized, lively worm was carefully put on the hook and we were ready, or rather Tom was ready.

"I had the misfortune to get my line tangled, and you know what that means when a fellow is eager to catch the first fish,—seconds may mean victory or defeat. By the time I had untangled my line, Tom was hard at it, trying in every way to coax a sucker to take his bait, but to no purpose.

"I was sure I could make my bait so enticing that a certain large sucker could not resist the temptation to indulge in a nice fat worm for breakfast. You know just how positive every fisherman is that the fish can't keep off *his* hook. That is the way I felt, but that big fellow simply ignored my every endeavor. I placed the bait on the bottom directly in front of him. He could easily have had his breakfast by moving one inch, but no: if I brought the bait nearer,

he simply moved back ; exasperating would be a mild description. Tom had no better luck.

"About an hour of this and I determined to try snaring. Tom's courage was still good and he kept to the bait. Taking off my hook, I attached the snare and was soon trying to get the loop over an unsuspecting sucker's head.

"To work a loop of wire over the small stones, watching for the slightest change in the currents of water, guarding against the wind, and at last to slip the loop over the fish, work it back just behind the gills and then with a quick pull to tighten the wire and finally land the struggling fish is very pleasing to the angler. I had good luck and in about half an hour had secured two fish about as large as—well, I was proud of my success anyway. Walking down the stream a short distance, I discovered a big fellow about eight feet from the bank and lying in about four feet of water, under an overhanging butternut limb, but out of reach from the bank. The water was too deep for wading, so I crawled out on the limb.

"I hung to the limb with my legs and one arm and handled the rod with the other hand. I finally succeeded in getting the snare over the sucker, and with a quick jerk tightened the loop around him, but my legs slipped.

"I was hanging by one arm about six feet above a four-foot sucker hole, the loop of my snare fast to a good-sized sucker and no way to land him. He was pulling my line rapidly from the reel, and I had to choose between getting wet and losing the fish. Then an idea came to me, perhaps the strain on the arm around the tree induced it. I threw my pole toward the bank and scrambled into the tree thinking thereby to save myself, my rod and my quarry.

"That sucker got away. The big ones always do, you know, and I had to cut a small pole to rescue my bamboo, which had not landed and was floating down stream.

"Tom, who had witnessed the performance, pronounced me a good acrobat and laughingly held up a good string of fish. He had at least two good messes, and as the sun had climbed pretty high by this time we started for home."

Showroom Cordially Received in Ohio.

Soon after the opening of our Cleveland Showroom, last July, we began to receive little hints from Ohioans in various localities, who had visited us in Cleveland, to send a Traveling Showroom throughout their State. The hints grew into requests, and the requests multiplied. Those who knew the beauty of a display of 900 *Larkin* Premiums wanted their friends to see it too.

We couldn't make any promises but we did keep planning, and at the first opportunity we equipped an expedition for the Buckeye State. It gave its first exhibition in Ashtabula on the 5th of last month.

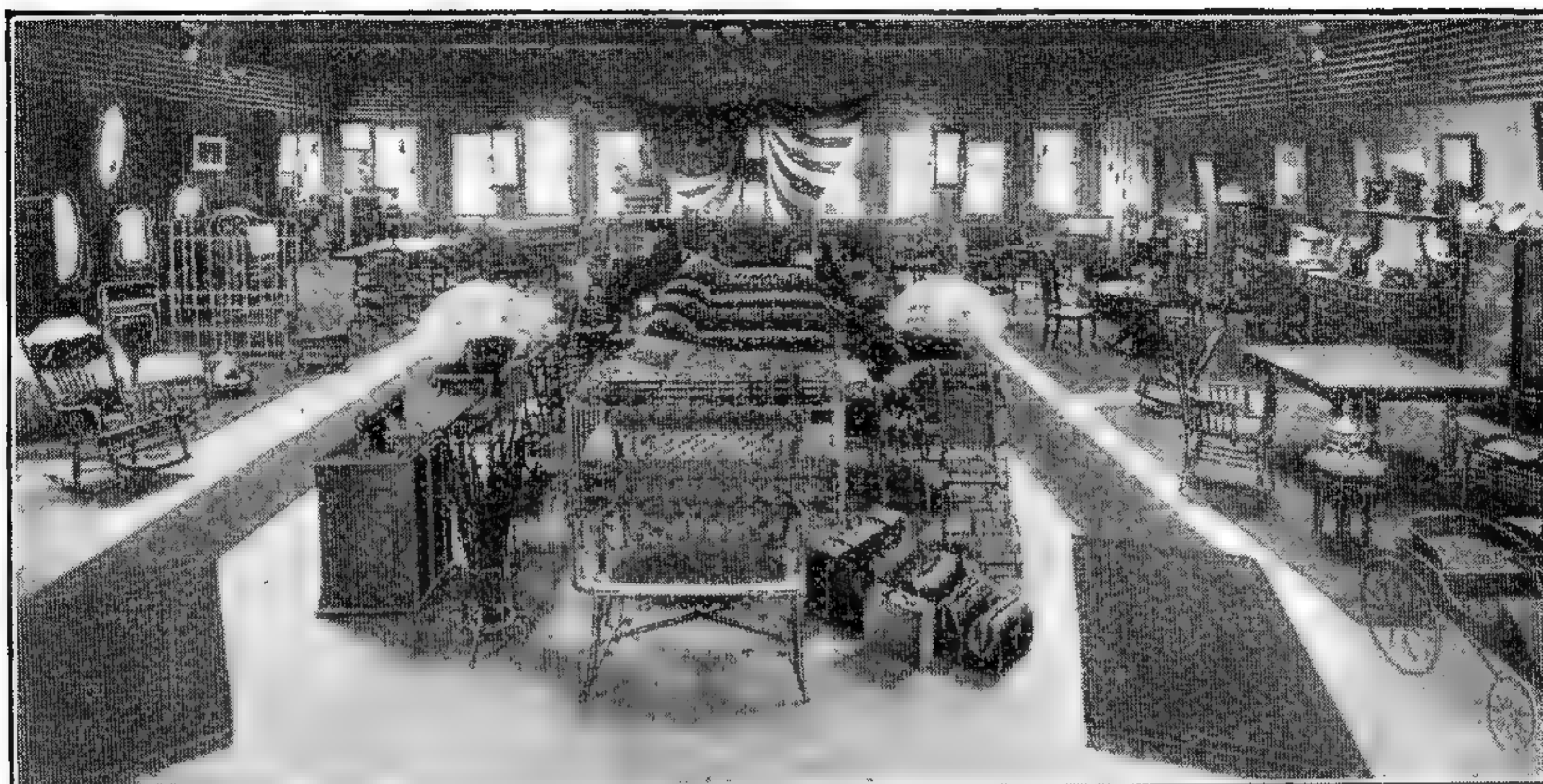
People came from far and near ; their praise was enthusiastic and unstinted. The attendance and interest at each exhibition is sustained. We expect great things from the good people of Ohio, and if the success of the first few weeks is to be taken as a criterion we shall not be disappointed.

The Pennsylvania and New England Showrooms continue to please and instruct all visitors.

Schedules for the coming month :

Pennsylvania.

Sunbury,	Apr. 2 - 7.
Williamsport,	Apr. 9 - 21.
Shamokin,	Apr. 23 - 28.



TRAVELING SHOWROOM AT SOUTH NORWALK, CONN.

Connecticut.

Waterbury, Apr. 2 - 14.
 Meriden, Apr. 16 - 21.
 Torrington, Apr. 23 - 28.

Ohio.

Akron, Mar. 26 - Apr. 7.
 E. Liverpool, Apr. 9 - 14.
 Massillon, Apr. 16 - 21.
 Steubenville, Apr. 23 - 28.

Two Splendid Occasions.

MRS. A. T. Middlebrooks, Patchogue, L. I., N. Y., writes: "Your centerpiece proved to be a great success. I had it in the center of the table with a large, silver basket of grapes; our first course was *Larkin* Chicken Soup; then came baked blue fish with tomato sauce, chicken salad with mayonnaise dressing, *Larkin* Tea, chocolate cake and lemon ice. Everything was from Larkin's or was served on *Larkin* dishes. My dining-room is entirely furnished with *Larkin* Premiums. All look forward to the next meeting wishing it came sooner. The members who have received the Premiums and Products are delighted with them."

Mrs. Belle J. Cowles, Hartford, Conn., writes: "I wish to thank you for the *Larkin* Centerpiece you sent me. February 22, I entertained the members of my Club-of-Ten with their husbands and friends.

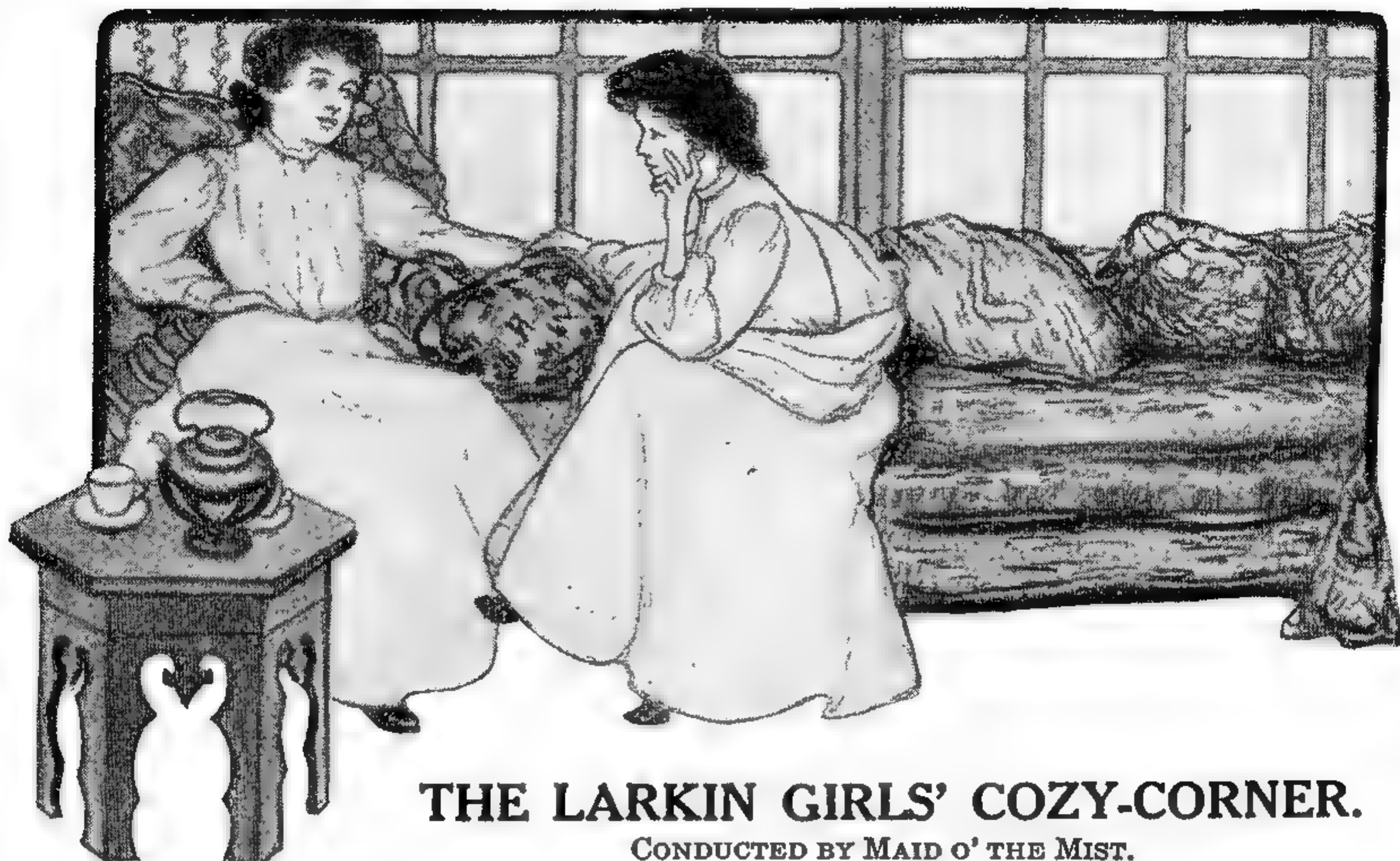
"The guests hunted for peanuts,

which were scattered about the house. To those finding the greatest number, I gave a bottle of *Larkin* Violet Perfume and a bottle of Lavender Toilet Water; to those finding the least, I gave a package of *Larkin* Table Salt and a carton of *Larkin* World's Work.

"Another game was 'Feed the Elephant.' The players were blindfolded and required to pin pictures of bags of peanuts as near as possible to the trunk of a paper elephant. For prizes I gave *Larkin* Cake Basket No. 1, a box of Modjeska Toilet Soap and a box of *Larkin* Violet Sachet Powder.

"For Luncheon I served cheese sandwiches, olives, cake, and *Larkin* Coffee, which was praised very highly.

"Music was furnished by a *Larkin* Graphophone. Everyone had such a good time that I promised to entertain them again at an early date. We cannot commend your Products too highly."



THE LARKIN GIRLS' COZY-CORNER.

CONDUCTED BY MAID O' THE MIST.

THAT was a good story last month, wasn't it? I am sure you all got something of benefit from it.

One little girl says it shows that girls should be careful about their personal appearance for they are expected to be very neat and attractive always. That is a good thing to remember.

Another of our Cosy-corner girls says she likes the story because the sisters resolved to keep together. I am glad that appealed to you, because it is right that sisters should love one another and that their interests be congenial.

Shall I tell you what I liked about that story? Well, it was this. Each of the girls learned to do one thing well. They were assigned a certain task and taught to do that particular thing in the best possible way.

In that is a lesson for each one of you. Do not grow up, as these girls did, with no plans for the future. Decide what you would like to do and then go ahead, bending all your energies towards that particular accomplishment.

Don't be afraid that your abilities may become narrowed or that your

growth in other directions will be stunted. You will find that pursuing a definite course, which you have mapped out beforehand, will involve many other things that are incidental to it, and your determination in the one direction will enable you to meet them all.

Then, too, notice that these girls were assigned tasks for which they seemed naturally fitted. So it is with all. The girl who does the housework, the girl who cooks, the girl who sings, and the girl who sews, all have their places to fill.

And don't let us forget the pleasure part. I am glad Mrs. Week included in her weekly program a time for play. We must have recreation, and you girls should have lots of it.

That reminds me. Some girls that I know are going to have a Field Club, and they are beginning now. As a rule a Field Club is a very elaborate affair and suggests hunting, shooting and other outdoor sports, which boys enjoy more than girls. However, this particular Club is to be one that all girls will appreciate. The members plan to have tramps and little excursions and to make

these the means by which they may learn something about birds, trees, plants and flowers.



"ALONG A COUNTRY ROAD."
Awarded First Prize of \$2.00 for Landscapes
in February Contest.
Taken with our Chautauqua Camera by
Walter Turner, Chester, Pa.

This is what we call nature study; it trains us to keep our eyes open for the beautiful things of nature, the things that most people do not see, because somehow they always happen and we have all gotten used to them. Try this plan, however, and see how many interesting things come up that you never knew before, and never thought much about. Begin now, when the trees are budding and the violets just beginning to peep. The birds are all so happy. You cannot help but enjoy it too.

Speaking of neatness brought to mind our new Shirt-waists. It seems to me our dry-goods buyer must have had you girls in mind when he decided on some of the new Waists and Skirts.

In the 51st edition of Premium List, which will soon be circulated, there is a splendid line of

White Shirt-waists and every one is tasteful and appropriate. This is an opportunity for you to earn the very things you so much need and to have many more than you could have in any other way.

Walking Skirt No. 45, for five Certificates, is also something you would like. The style and materials are especially suited to a young miss.

I have heard just a little about two offers of material for a white dress, and as it will soon be time for graduation dresses, I am giving you just a hint of what the new Premium List has in store for you.

You will all agree with me that *Larkin Co.* knows just what you want, and can help you be neat and attractive this summer.

The Prize Photograph Contest.

In the contest that closed March 1st, the following prizes were awarded:

Genre Subjects, First Prize, \$2.00,
Julia L. Sutliff, Cherry Valley, N. Y.

Genre Subjects, Second Prize,
\$1.00, Arthur G. Decker, Norwalk,
Conn.

Landscapes, First Prize, \$2.00,
Walter Turner, Chester, Pa.

Landscapes, Second Prize, \$1.00
Mrs. Geo. S. Durgin, Haverhill, Mass.



"WHITTIER'S BIRTHPLACE."
Awarded Second Prize of \$1.00 for Landscapes
in February Contest.
Taken with our Chautauqua Camera by
Mrs. Geo. S. Durgin, Haverhill, Mass.



THE LARKIN HOUSE.

THIS completes our series of illustrated talks on furnishing a home with *Larkin* Premiums. If you have gathered any suggestions therefrom that throw light upon the problem of making a cozy, comfortable home,—we feel sure that you have—our purpose has been carried out.

If given rein, our enthusiasm over the many beautiful arrangements possible with the elegant and durable *Larkin* Premiums would carry us on at great length. We must, however, be brief. Remember that we are always ready with information and suggestions to come to the aid of all home-makers, whose interest we have so much at heart

Larkin Kitchen.

Formerly the equipment of the kitchen was neglected, while other parts of the house received minute and careful attention; but kitchens are coming to show the same or more thoughtful care in the selection of food supplies and cleansing materials,

utensils, fittings and furniture than is devoted to the front of the house. Many pure Food Products as well as all cleansing materials are now embraced in *Larkin* Products. With these Products we are always especially happy to supply *Larkin* Premiums to fit your kitchen with both furnishings and utensils that will be of great helpfulness.

The list includes Kitchen Cupboard No. 7, given for seven Certificates; Jewett Dry Air Refrigerator No. 413, given for thirteen Certificates; Maple Kitchen Cabinet with cupboard top, given for nine Certificates; Jewett Gas Range No. 17, given for seventeen Certificates; Improved Water Filter, for two Certificates; Automatic Steam Cooker No. 4, for four Certificates; Universal Bread Maker, for two Certificates; Columbia Family Scale, for one Certificate; Measuring-Glass Egg Beater, for one-half Certificate; Guernsey Cooking Crockery, one Set given for one Certificate; Marion Harland Coffee Pot

No. 1, for one Certificate ; L. & G. Agate Nickel-Steel Ware, sixteen pieces given for five Certificates ; Universal Food Chopper, for one Certificate ; Nickel-plated Teakettle,

for one Certificate ; Step Ladder Chair No. 21, for one Certificate.

In going over this list you will see how needful is everything given, and how easily they are earned.



1. Double Triangle.

2
*

1 * * * * 3

 * *

6 * * * * 4

 *
 5

Now in proper 5 to 3,
We will take a 6 to 4
Around the *Larkin* factories
Near by Lake Erie's shore.

Here comes a 5 to 1 who ne'er
Used Safeguard Soap before ;
He's traveled many a 1 to 3,
From Africa's sunny shore.

We 2 to 4 that Eastern man
And pointed out the way
That every single 2 to 6
Is caused its part to play.

2. Charade.

We *primal last* substantial aid
In time of deep distress,
Or loving hand upon us laid
To soothe or to caress.

And so when washing day draws near
Our longings are most keen ;
Fill our desires and we'll not fear.
We *first last* Boraxine.

Nor would we *total* satirize
Misguided ones, who go
And buy inferior goods to those
Sent out by *Larkin Co.*

To every boy or girl sending us the
correct solution of Nos. 1 and 2
before May 15th, we will mail a
Larkin Tooth Brush free of charge.

Address Editor THE LARKIN IDEA.
The solutions will be published in
THE LARKIN IDEA for June.

Solutions to February Puzzles.

1. For instance, a lady intends a
surprise upon friends : *Larkin* Coffee,
she thinks, and a bit of canned fruit,
Tapioca and a dessert would suit ;
so the invitation she sends.

2. *Larkin* Soap.

Premiums for Girls and Boys.

In the *Larkin* Premium List are
many things that all girls and boys
want and need. By a few hours'
work each week they may be easily
secured. Vacation days will soon be
here. Selling *Larkin* Products to
earn *Larkin* Premiums is a delight-
ful occupation for bright girls and
boys. Try it during spare moments.



WE may have perfect sanitary conditions, pure materials, the best of utensils for our kitchen, but if they are not intelligently handled the kitchen can never reach its highest degree of usefulness.

The cleaning should be well and quickly done. Pure materials will not remain pure if they are not put away carefully. If left open in the paper package in which they come from the source of supply, they soon gather dust containing hundreds of bacterial germs; they sour, they dry, thus spoiling good materials.

Utensils of the best steel and workmanship possible, if left in the dish-water to soak and put away imperfectly cleansed and dried, soon become a menace rather than a help.

So we should do our kitchen work just as carefully as any other part of our life work. This is most desirable in cooking, all other things hinging upon that. It is not necessary to utilize every dish in the pantry to make a cake or prepare a salad dressing if one is thoughtful.

In combining materials many women feel that they can guess at the amount of material to be used; they rarely measure, and if they do, do not measure accurately. The person working out the formula for a cake does it just as carefully as the physician has balanced his prescription, and yet when a cup of sugar is mentioned the cook does not hesitate to add a "little more." If a teaspoon of baking powder or extract

is given she uses a heaping spoon, because twenty years ago, when all measurements were inaccurate, a spoonful meant anything you might be able to conceive of it. Now it means a spoon filled level. A half-spoon means half measured lengthwise of the spoon. A quarter-spoon, half of the half-spoon. A cup of dry material means a cup filled level with a spoon, and flour should be measured after sifting once.

Learn to follow directions carefully and economize time. Just as everything worth while that is done is done thoroughly, enthusiastically, and with one's whole soul, so is one's work in the kitchen done.

No one should attempt to wash dishes without two pans—one for the washing, and one for the rinsing.

In making sandwiches, it is better to prepare them several hours before they are to be used, and wrap them in a cloth wrung out of cold water. The sandwiches season much better and keep moist in this way.

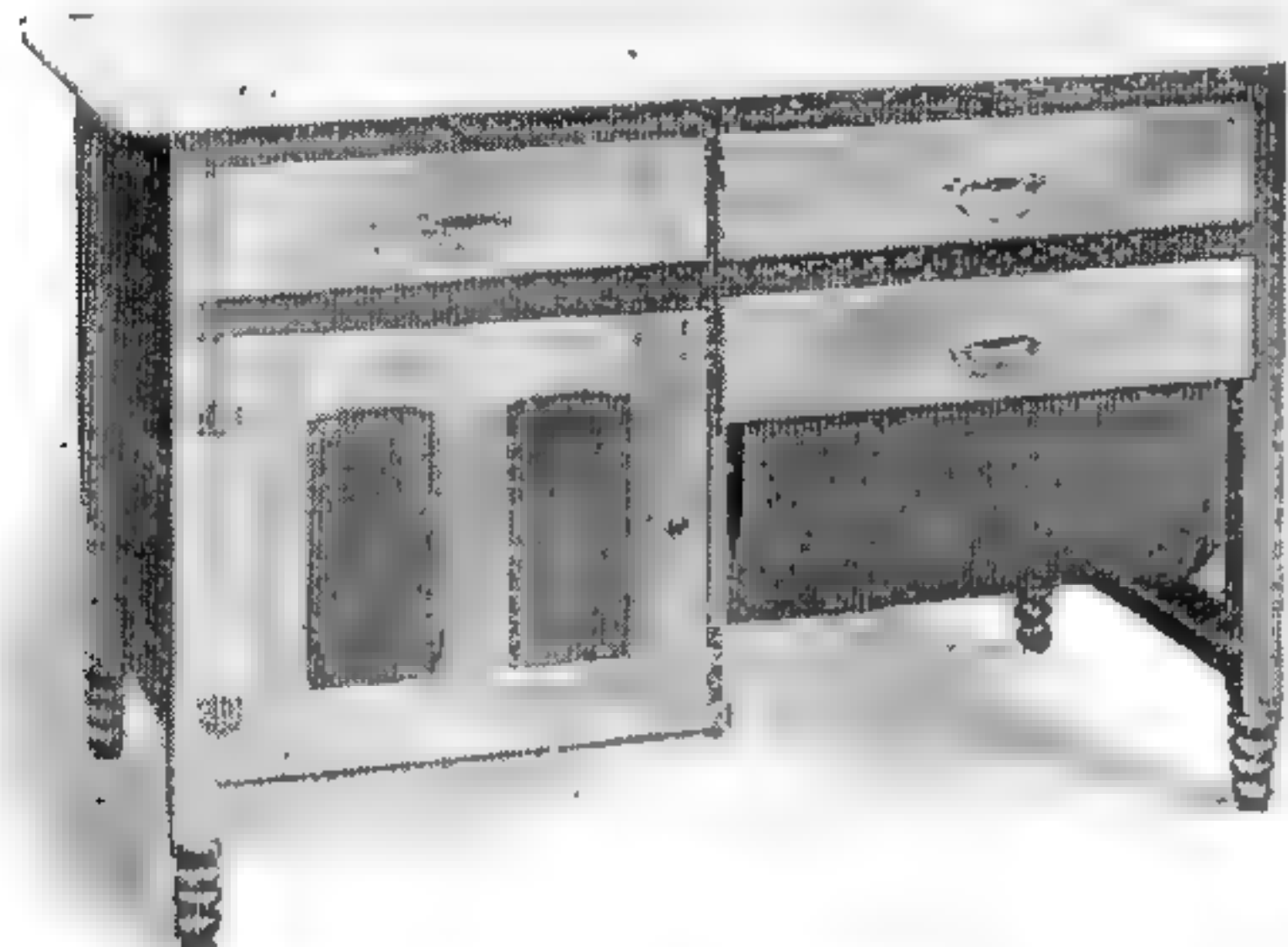
If one is fatigued nothing is more refreshing than a glass of hot milk to which has been added one-fourth teaspoon of *Larkin* Nutmeg.

One of our No. 5 Kitchen Cabinets in your home will save many steps and insure order and cleanliness.

It is made of hard White Maple with gloss finish.

Base has whitewood top and contains one drawer, 17 x 18½ x 4 in.,

and one, $20\frac{1}{2} \times 18\frac{1}{2} \times 4$ in. divided into compartments ; large cupboard, $21\frac{1}{2} \times 17 \times 15$ in. A special feature is the patent rolling, round-bottom, mouse-proof flour-bin, $20\frac{1}{2} \times 15 \times 21\frac{1}{2}$ in., which



is divided to hold two kinds of flour or meal. A whitewood kneading board, $20\frac{1}{2}$ in. square, and maple cutting-board, $10\frac{1}{2} \times 17$ in. Top, 25×46 in.; 30 in. high. Brass drawer-pulls.

Given for five Certificates.

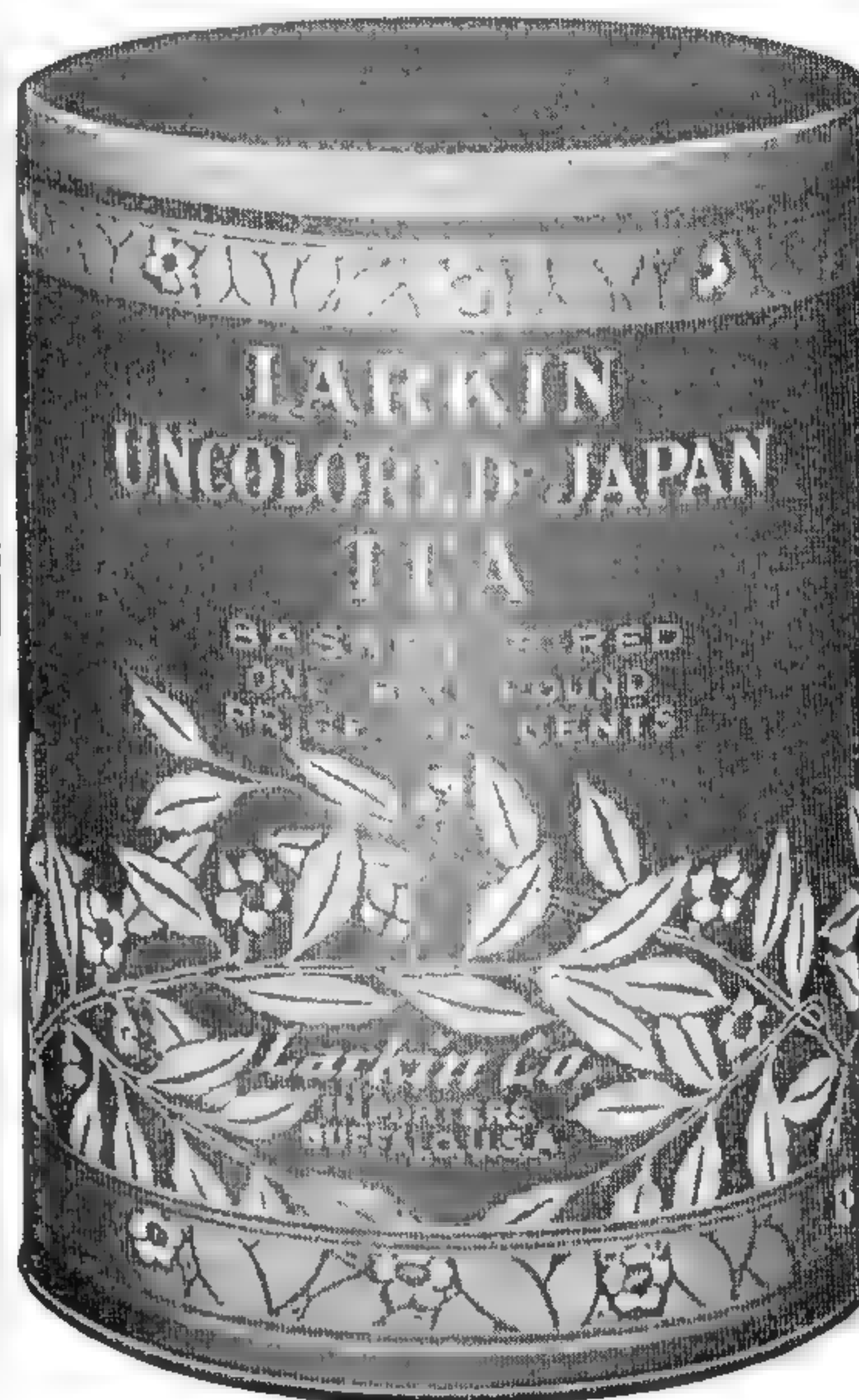
Chautauqua Desk Factory Destroyed By Fire.

The factory at Manitowoc, Wis., devoted to the manufacture of Chautauqua Desks for *Larkin* customers was totally destroyed by fire January 13th. By the time this is read, our stock of Desks at Buffalo and at our Branches will have been exhausted, and it may be two or three months before our arrangements are sufficiently extensive to enable us again to supply this popular Premium.

We rely upon the brotherly spirit in all humanity to bear with us, and if a Chautauqua Desk is one of the *Larkin* Premiums you expect to obtain, please defer selecting it until we publish notice that we are again prepared to fill orders for it promptly. There are now nearly a thousand Premiums to choose from, about one hundred and fifty of which are given, like the Chautauqua Desk, for five Certificates.

A NEW LARKIN TEA

UNCOLORED JAPAN BASKET FIRED



Is of rich quality and appeals to all who prefer a mild, sweet-drawing Japan Tea. It is our careful selection of high-grade importations. The quality is always the same, insuring fine, delicate flavor in the cup.

In half-pound cans, 35 cents each.

In one-pound cans, 60 cents each.

Larkin Co.

BUFFALO, N. Y.

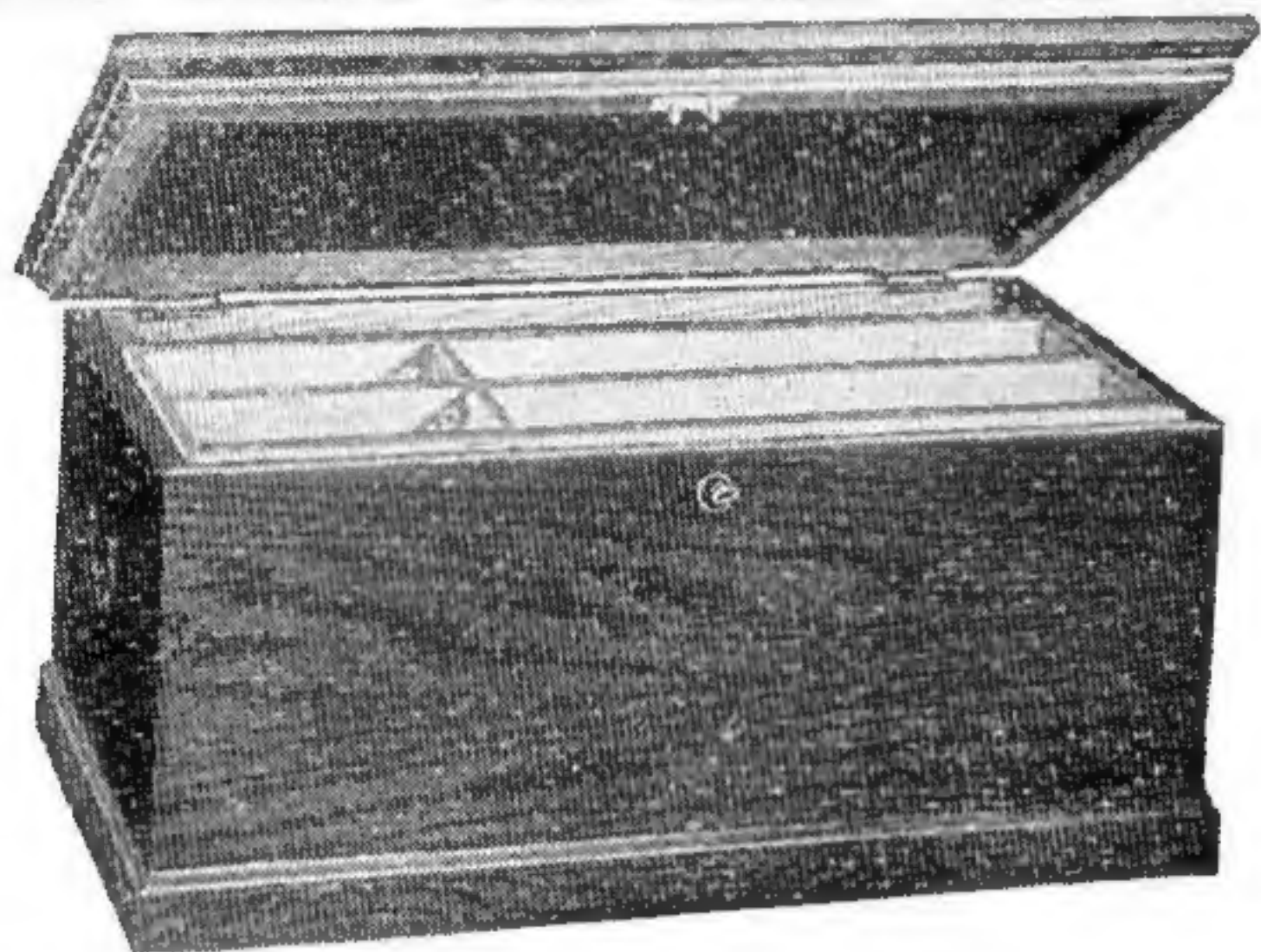
Premium News.

Man's Tool Chest No. 53.

Given for three Certificates.

Every one who occasionally uses tools around the house appreciates the need of a good chest to keep them always in their proper place.

This Chest is made of solid Oak, with Golden Oak finish. Has lock,



wrought-iron hinges and heavy iron drop-handles. The partitioned tray is of poplar.

Inside measurement, 24 x 12½ x 10 in.

Tripod No. 32.

Given for two Certificates.

Tubular Tripod of foreign manufacture. Each leg is composed of five sections of metal tubing, telescoping together. Top cannot get lost, being permanently fastened to legs. Black enamel finish. Length, closed, 14½ in.; extended, 4 ft. 1 in. Weight, 1¾ lbs. Strong enough to support a 4 x 5 camera, small enough to be carried in traveling bag.



Greatly Improved Oven.

Our Ventilated Oven has been greatly improved, without increase in the price. It is now composed of polished steel instead of tin, making it more durable. A two-burner size has also been added. Improved methods of manufacture have made this possible; the benefits are at once passed on to the customer.

These Ovens are for use with gas

or oil stoves. They are easily adjusted and removed; are scientifically ventilated; economize heat; bake as well as any range. They are almost a necessity for comfort in the kitchen during the summer.

No. 1. One-Burner Polished Steel Oven, size, 16½ x 14½ x 12½, given for one Certificate and 35 cents.

No. 2. Two-Burner Polished Steel Oven, size, 18 x 20½ x 12½, given for two Certificates.

In summer, Gas, Gasoline and Oil Stoves save fuel expenses and increase comfort. Write for booklet.

Better Mirror Frame.

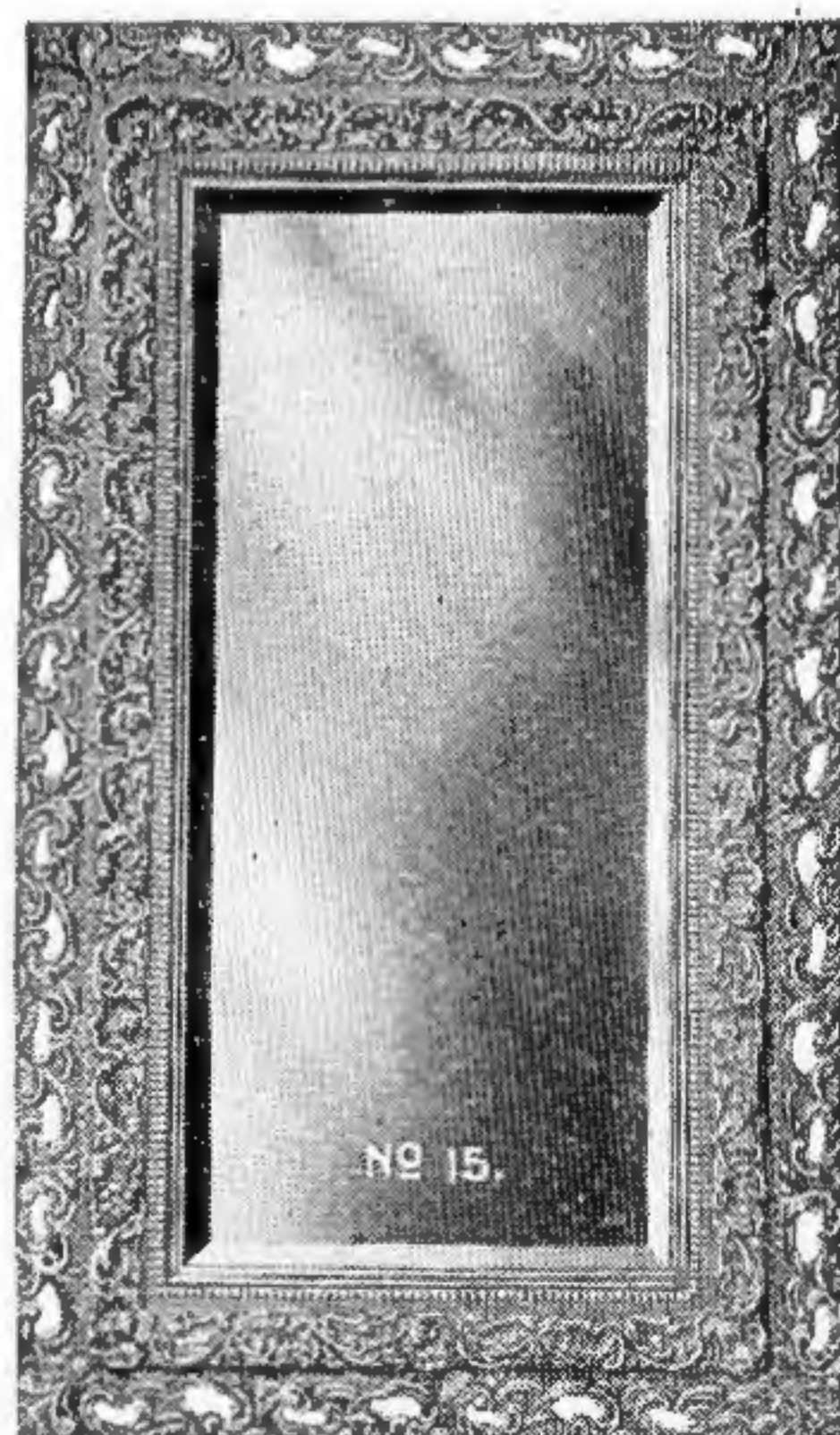
The factory making our Florentine Pier Glass No. 15 has scored a distinct triumph in mirror making.

The moulding composing the frame of this glass was formerly in three sections, glued and nailed together. Now the moulding is one broad, solid piece, and the mitred corners are dove-tailed, glued and nailed. The new indivisible moulding and the new joints make the frame so rigid that it will neither rack nor separate.

Although constructed at a greater cost, careful managing will permit us to make the same offer on this superior frame that we did on the other.

Pier Glass No. 15.

Heavy Gilt moulding, 6 in. wide, handsome Florentine design. Frame of solid pieces, dove-tailed joints. Size, 29 x 51 in. Given for five Certificates.



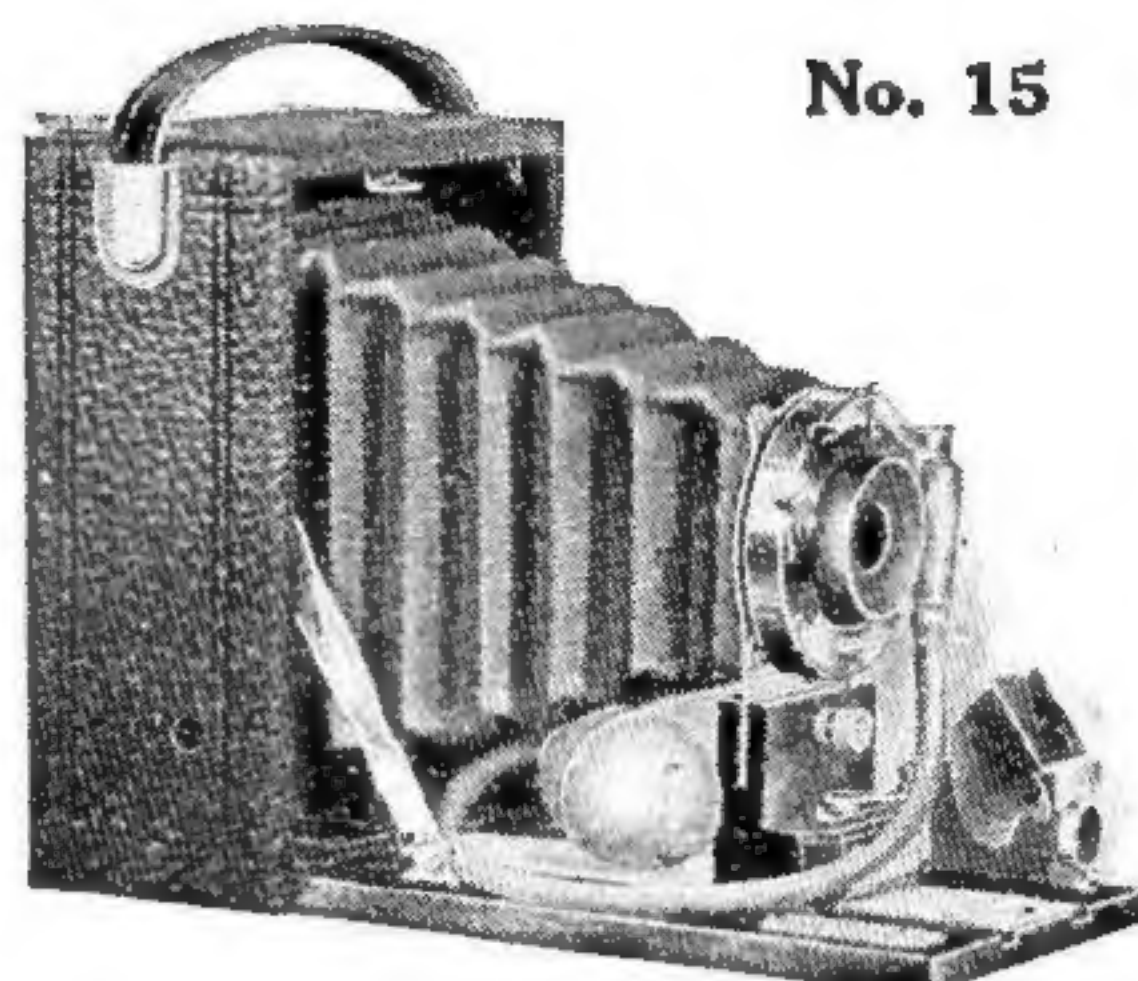
SOME OF OUR CAMERAS

SEE PREMIUM LIST FOR COMPLETE LINE AND FULL DESCRIPTIONS

POCKET PREMO FILM PACK CAMERA No. 15

Given for five Certificates.

Makes a finished picture $3\frac{1}{4} \times 4\frac{1}{4}$. It is covered with seal-grain cow-hide leather and fitted with three-speed automatic Bausch & Lomb Gem shutter, Single Achromatic lens and two tripod-sockets. Back is fitted to receive film pack containing 12 non-curling orthochromatic films, as easily treated as glass plates. Size, $5\frac{1}{2} \times 4 \times 2\frac{1}{4}$ in.



No. 15

CHAUTAUQUA FOLDING CAMERA No. 5

Given for five Certificates.

Makes a finished picture 4×5 . Folds into the small compass of $2\frac{1}{2} \times 5\frac{1}{2} \times 6\frac{1}{2}$ in. and weighs 2 lbs. Has a very finely corrected Double Rapid Rectilinear Wol-lensak lens, fitted with a pneumatic self-setting shutter, with Iris diaphragm, arranged for three speeds.

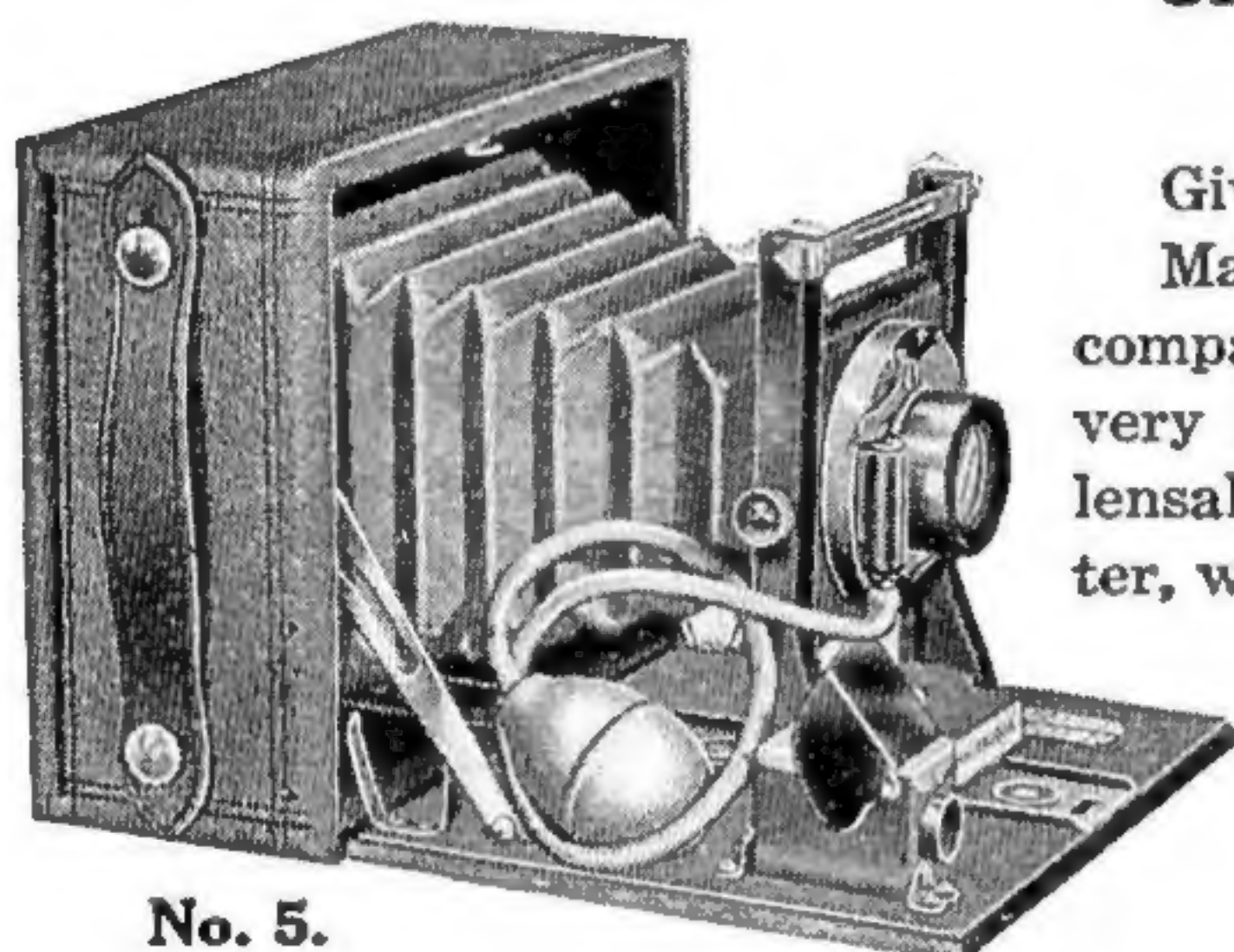
Both bulb-and-tube and finger release.

One double plate-holder, and a complete instruction book free with each Camera.

No. 6. Given for six Certificates.

Chautauqua Camera No. 5 equipped with

Film Pack Adapter instead of double plate-holder, which makes the Camera as compact as those with roll films, and far more desirable for manipulation by amateurs.



No. 5.

COMPETITOR VIEW CAMERAS

For professional or amateur in general photography, including landscapes, groups, interiors and architectural work.

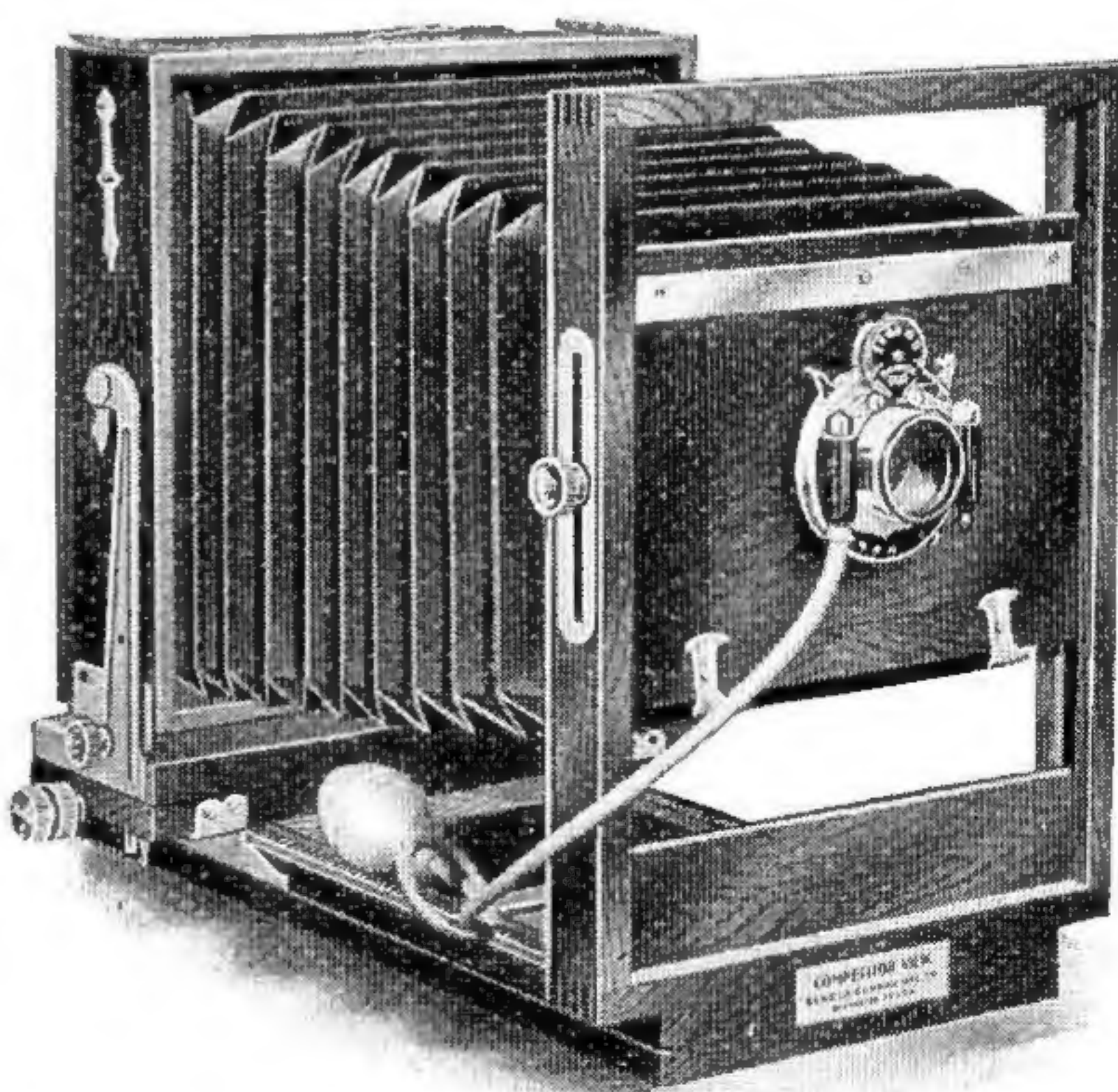
Specifications include rack-and-pinion focus; horizontal and vertical swing-back, reversible; rising and falling wide front; polished brass metal work; mahogany-finished woodwork; piano hinge on bed; plumb bob; removable lens-board fitted with Triple Convertible lens in double-valve shutter giving automatic speeds from $1/100$ to 1 second, besides usual time and bulb action.

Complete with double plate-holder. In canvas covered carrying-case.

No. 615. Given for fifteen Certificates. Size to use 5×7 in. plates.

No. 620. Given for twenty Certificates. Size to use $6\frac{1}{2} \times 8\frac{1}{2}$ in. plates.

No. 626. Given for twenty-six Certificates. Size to use 8×10 in. plates.



SEE PAGE 31 FOR NEW TRIPOD OFFER.

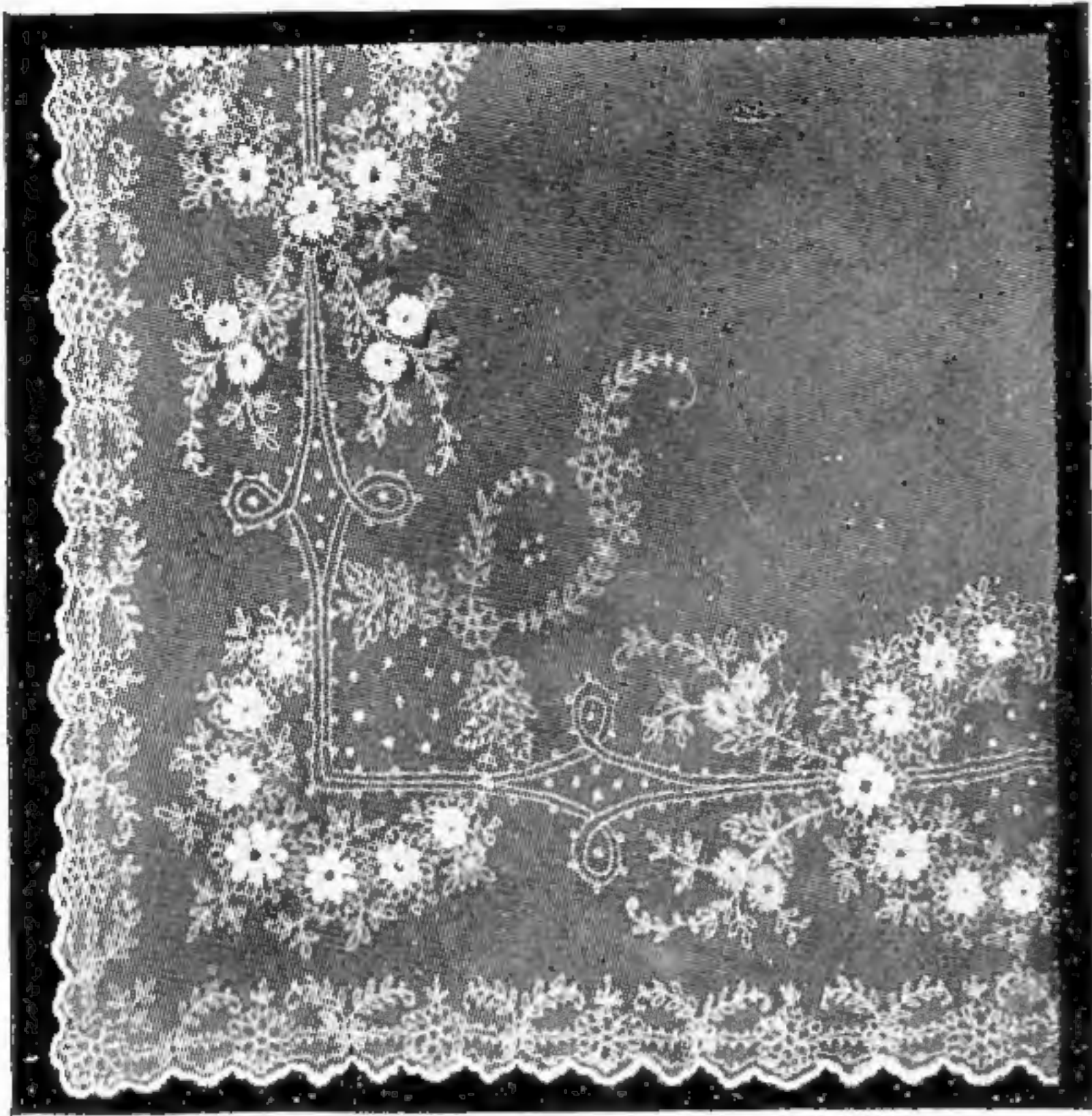
Larkin Street,

Larkin Co.

Buffalo, N. Y.

ESTABLISHED, 1875.

Some New Lace Curtains



No. 605

No. 605. BRUSSELS NET

Pair given for five Certificates.

A delicate, lacey pattern embroidered on fine imported Brussels net; good laundering qualities. Width, 50 in.; length, 3½ yds. White only. To mail, 12 cts. postage required.

No. 805. BOBBINET

Two pairs given for five Certificates.

A new French Renaissance Curtain. The pattern is braided on very fine Bobbinet. Width, 45 in.; length, 3 yds. Choice of White or Ecu.

No. 402½

One Curtain given for two and one-half Certificates.

Irish Point Lace. An artistic design on fine net; 11-in. flounce. Width, 50 in.; length, 3 yds. White only. To mail, 13 cts. postage required.

No. 301. NOTTINGHAM

Pair given for one Certificate.

A neat design in Nottingham Lace. Plain net field with a wide border in conventional design. Width, 50 in.; length, 3 yds. Choice of White or Ecu. To mail, 27 cts. postage required.

No. 505. NOTTINGHAM BRUSSELS

Two pairs given for five Certificates.

A Brussels lace pattern made on a Nottingham loom; lover's knot and floral design; plain net center; 54 in. wide and 3½ yds. long. Choice of White or two-toned Ecu, the latter a new color-combination.

No. 302. NOTTINGHAM BRUSSELS

Pair given for two Certificates.

Resembles an imported Brussels lace curtain. The design is a beautiful frostwork tracing of fern leaves and floral figures. Width, 54 in.; length, 3½ yds. White only. To mail, 24 cts. postage required.



No. 302

No. 305. ARABIAN

Two pairs given for five Certificates.

A domestic Arabian Curtain. The border is corded Renaissance; oak-leaf design; plain center; 52 in. wide and 3½ yds. long. Ecu only.

Larkin Street,

Larkin Co.

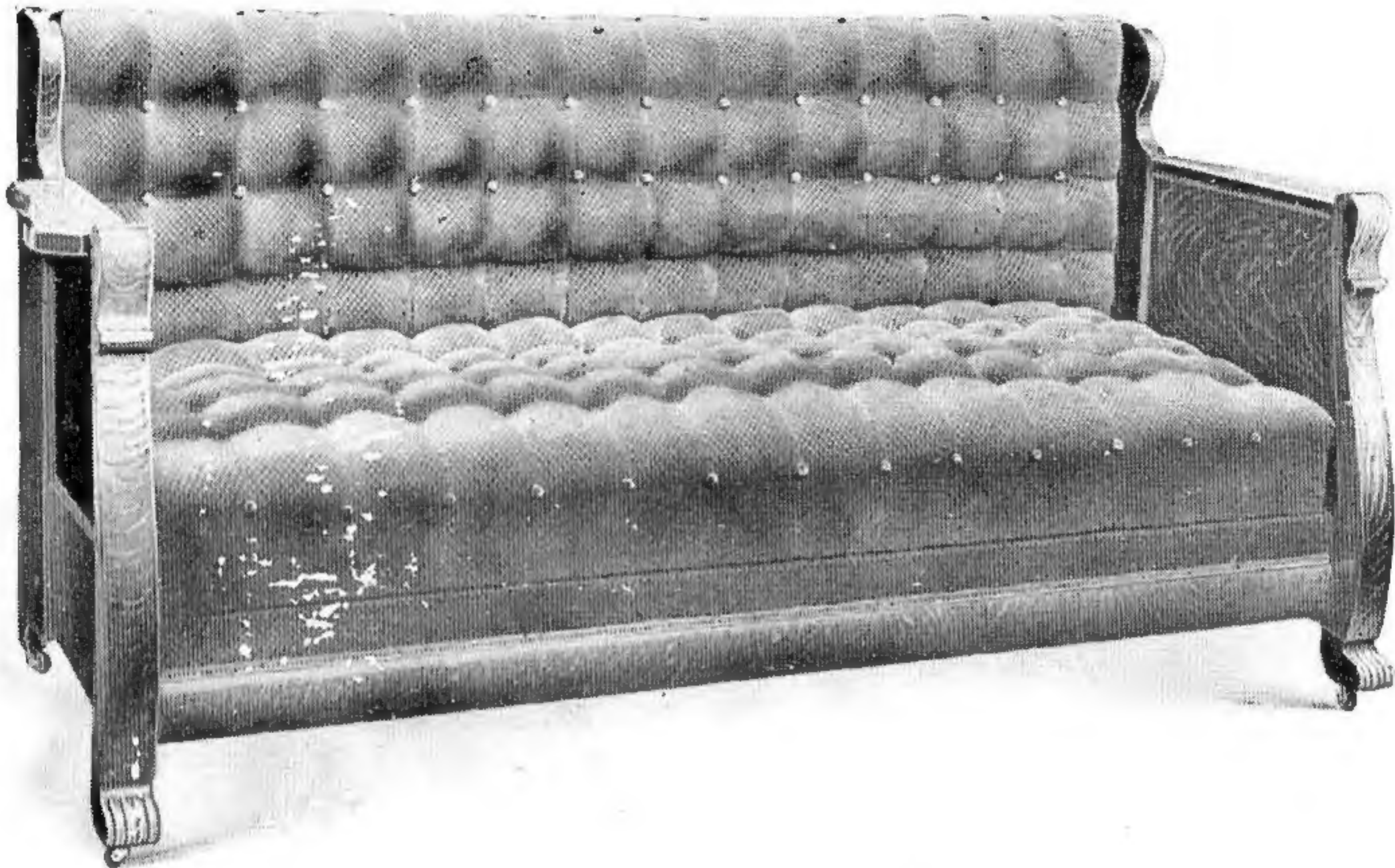
Buffalo, N. Y.

ESTABLISHED, 1875.

Davenport Sofa Bed

No. 420

A HANDSOME NEW LARKIN PREMIUM



**GIVEN FOR TWENTY CERTIFICATES; OR WITH \$10.00 WORTH
OF LARKIN PRODUCTS FOR \$25.00; OR FREE
WITH \$40.00 WORTH.**

Davenport is 6 ft. long between arms; extreme length, 6 ft. 10 in.; seat, 23 in. deep. The spring-edge seat and back are upholstered with nine rows of tufts, filled with a good grade of tow with a heavy hair top, buttons fastened with patent steel clips, and contain sixty double conical steel springs of highest quality covered with heavy white ducking.

The frame is exceptionally strong. The construction that allows the back to be lowered operates from the front. Makes a comfortable bed 4 ft. wide, 6 ft. long. When opened, the center joint of bed comes in center of panel end, adding to its strength and rigidity. The panel ends can easily be removed for convenience in handling.

Under the seat is a spacious wardrobe box, 6 x 28½ x 68 in.

Choice of Golden Oak with Quartered Oak front, or Birch finished Mahogany, with genuine Mahogany front, polish finish. Carved feet. Castered.

Covering is checked Velour in choice of Green or Red.

Larkin Street,

Larkin Co.

Buffalo, N. Y.

ESTABLISHED, 1875.